

MONTANA TOURISM & RECREATION INDUSTRY STRATEGIC PLAN

SUMMARY OF COMMENTS FROM THE ON-LINE SURVEY

On-line survey participant comments are listed below, organized by the eight survey sections (ranking of goals and rating of objectives under each goal). Each comment is coded by the sector and region (of residence) of the respondent (see key to codes at bottom of page). The 248 survey respondents provided 657 comments to the planning team. The comments were coded, analyzed, and used to refine the final Strategic Plan document. Comments are listed verbatim as provided by the survey respondents (unedited for spelling, grammar, etc.).

Comments about Ranking of Goals

GLA	PR	Communications is job one. It is vital to focus on the major mission. Individual small businesses cannot advertise effectively to large markets. The other goals are less important by a large margin. Once we get visitors to Montana, we have the natural qualities to entertain them. Every person hired to work the secondary goals diverts enough money to conduct a large, effective advertising campaign in a major market.			every corner.
GLA	PU	As a National Monument within the National Park Service. It is the goal of the Park Service to protect, for future generations, each parks reason for being. This would include the view shed.	RUS	PR	Long term for MT, tourism will more or less economically replace industries such as mining, logging and perhaps ranching in many ways. Whether this is good or bad is debatable, but it seems destined nonetheless
GLA	PU	"Product" is the key element. Without effective management of natural resources, the rest is irrelevant.	RUS	PU	Ensure that all tourism plans and promotions take into account the preservation of Montana's wild places.
GLA	PU	It is difficult to prioritize the previous goals as they are, in effect, interconnected. That said, unless we have enhanced understanding and support, it is difficult to make further progress.	RUS	PU	No matter how much you increase spending for 4-season visitation, it will not change the fact that MT is not an attractive place to visit for parts of the year. People visit mainly in the summer because summer is a pleasant season. Regardless of money spent, winter will not be attractive--you can't change the weather. Similarly, there are some parts of this state that do not lend themselves to visitation--I think we have to face the fact that not all of MT has tourism potential...
GLA	NP	give history and culture (humanities and not arts) more credit and voice for its role in tourism and as an indicator of community strength.	RUS	NP	I believe we must first and foremost protect the natural resources we have in Montana. This requires a combination of increasing funds for stream and forest rehab as well as maintaining and enhancing infrastructure in heavily touristed areas. We should at the same time protect the areas that are wild as wild. Unused roads should be removed and roadless areas should remain that way. The single most important product we have to offer is the wildness that visitors can't find in their own states.
GLA	NP	Let us not forget to protect the beauty of Montana. without our pristine rivers and forests, who would want to visit? This means responsible business, mining, etc. practices that ensure the companies foot the bill for all cleanup expenses to the satisfaction of citizens and compliance with all state and federal laws.	RUS	NP	Add more emphasis on the International market, tour groups, and incentive marketing to Travel Montana promotion campaigns.
GLA	NP	respect nature and life, educate and enjoy	RUS	NP	Emphasize diversification, not relying on single enterprise, like the over dependence of West Yellowstone on snowmobiling.
RUS	PR	We need to build tourism in the state, at the same time we need to improve the quality of life for our residents. Currently we pay very low wages and ask for very high standards. As I always say, you get what you pay for. If we want to bring folks here to stay longer and spend more money. We should make out employee's happy and pay them a living wage as well.	MRC	PR	Education is paramount. First, we need to educate Montana citizens and elected officials that other states are doing a better job of promoting their attractions than we are. Then we can move forward with enhancing the business climate to stimulate growth in high quality Cultural activities. But it is cheaper and faster to nurture the things we have, than it will be
RUS	PR	Montana's tourism is highly based on the natural resources that we already have. Rather than creating activities and sights for tourists to enjoy, we need to promote and protect the natural attractions found around			

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		to try to attract new business.
MRC	PR	Greater promotion of Montana's assets and a method of evaluating services provided and identify the characteristics of this segment.
MRC	PR	In order to protect and preserve the resources that draw tourism dollars to Montana, we must protect natural resources, promote responsible growth, and support a wide variety of recreational use, not just focused on one or two industry-supported special interest groups.
MRC	PU	These goals are all directed toward INDUSTRY. I do not like to see such a focus on historical and cultural resources. It is much the same thing as considering religion an industry. I doubt that any congregation would like to see that label. I dislike such jargon, faddish terms as "infrastructure."
MRC	PU	Need quality - not quantity in tourist destinations and facilities
MRC	PU	Non-Resident tourism must be balanced with the recreational needs of Montana Residents. Any attempt to promote non-resident tourism above its existing level must fully evaluate and then account for, any consequences that Montana Residents may suffer, i.e., recreationally, monetarily, socially, etc.
MRC	PU	Need better focus on local recreation and park opportunities. We have great state and federal opportunities but we miss the boat on local attractions paid for by towns cities and local governments parks, golf course, playgrounds, museums, waterslides etc. Typically local government doesn't market their products which helps their local economy. I don't think the public sector has a marketing capability and certainly not a strategy. Private sector promote attraction but local publicly owned might be a little weak especially if directly controlled by elected officials who aren't typically skilled in marketing or understand public assets can assist economic development.
MRC	PU	Montanans need to understand the value-added benefits of high quality heritage tourism and that they have a stake in the future of tourism and the future of Montana.
MRC	PU	The State must lead the effort. The regions must refine the effort more, the communities must close the deal. All must coordinate efforts with the state leading the way. At some point, we must also ask ourselves, how long do we support areas (regions) that are not producing or have no ability too.
MRC	PU	It seems to me we need a clearer assessment of where we are today to put the goals into clear perspective and priority. Hard to see which are our current strengths and weaknesses. IE we have had some of these goals for at least two plan cycles, yet it is murky how much we have accomplished.
MRC	NP	It would be nice to utilize some of Travel Montana's dollars to create a cultural inventory of sites and activities in the state -- geared toward the cultural tourist

MRC	NP	First, the wilderness and roadless areas of Montana need to be protected in order to attract tourists. Once protected, a strategic plan should be put in place to identify areas to which tourists will be attracted. Then, the infrastructure of that area should be assessed to determine the number of visitors it can support and what impact may occur to the area. Types of travel will have to be monitored as well. I have a lot more to add, but will complete the questionnaire first.
MRC	NP	Needs more emphasis on maintaining Montana's primary asset in a competitive world market, which is our nature-based environmental amenities: clean air and water, native fish and wildlife, wildlands, open spaces, and unique, small-town charm instead of gaudy strip, casino, neon development. The tourism industry and state sector should be explicit, vocal advocates for these qualities and the appropriate use and enjoyment of them. Expansion of four-season spending (which I interpret primarily as more smelly, noisy snowmobiles) should not be encouraged if it detracts from this Montana image. The industry needs to do more than promote a nature-based image of Montana. We need to put our money where our mouth is and become advocates for maintaining that nature-based image in reality. If this means picking sides, that's much better than a mushy all-things-to-all-people vision that currently is tacitly condoning the steady erosion of the reality behind Montana's image. Insist on quality, not quantity (i.e., the most money in the short term). If we do things right to protect the core Montana assets, then we also can have sustainability, good relations between residents and nonresidents, and a wonderful state for future generations to enjoy.
MRC	NP	The goals are heavily weighted in favor of development. We really don't support any of the goals as phrased -- we've just ranked them in order of "bad" to "worse." The primary goal should be protection of the natural resources that provide the base for tourism and the rest of our economy, not direct promotion of the tourism industry.
GWC	PU	Target visitation that accepts and values Montana and its natural heritage instead of focusing purely on generating tourism dollars.
GWC	NP	I think it's very important to retain the distinctive identity of Montana's tourist sites - to limit fast-food places, for example. I also would like to see more emphasis on providing infrastructure to encourage tourism via train, bicycles, on foot - not just automobile.
GWC	NP	Existing tourism resources should be supported first, and collaborations encouraged rather than promoting start-up businesses without a track record or experience. In our state with scarce resources it only makes sense.
YEL	PR	Building brand awareness for Montana is paramount to having sustainable tourism. Increased demand share for Montana's verticle markets will deliver economic benefits to the state.

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YEL	PR	He hear a lot of flak from in state and I believe we should educate them on the benefits of our industry to their own private work.
YEL	PR	although protecting our resources is a value we all share I don't feel it is a goal we can afford to financially support without dramatically affecting our other goals.
YEL	PR	Eastern Montana needs to be developed.
YEL	PU	I think a general goal needs to include the emphasis on quality over quantity
YEL	PU	Provide quality access to recreation attractions by cost-sharing with other stakeholders.
YEL	PU	I prefer that tourism NOT rely on government to sustain it. This is a business and free-enterprise venture. Government's role is to coordinate essential public health and safety services with the tourism needs.
YEL	PU	Would like to maintain attracting non-resident tourism with the theme of Montana's open space, natural beauty, clean streams, etc.
YEL	PU	Address tourism from a sustainable development perspective.
YEL	PU	The previous plan had addressed the issue of sustainability of Montana's tourism and recreation industry, and its connections with communities and natural resources. The new plan should continue that as the primary emphasis. The other goals are simply means of attaining this goal.
YEL	PU	hard to interpret what the goals really mean
YEL	PU	I didn't get the impression that items could be given equal consideration or priority so they are sequential.
YEL	PU	They are all important, so in some ways it was difficult to rank them. My end result was to rank those issue that I thought needed to be considered or completed first, before going on to the next goal.
YEL	PU	Involve municipal agencies and organizations in planning and to partnership with tourism agencies and private groups to better plan and provide the infrastructure of all types to better serve visitors.
YEL	NP	I feel that more emphasis needs to be placed on cultural tourism. This would allow the whole state to participate if focus was more on cultural tourism.
YEL	NP	I am very interested in strengthening cultural tourism in Montana --- high quality interpretation, preservation and conservation, these are all activities that relate to educational experiences for Montana youth and quality of life components critical to the new economy and business recruiting.
YEL	NP	We'd like to see more programs in place with similar goals such as the Super Host Program. Very practical. Also we'd like to see some of the program offerings which are done at the MT Governor's conference on Tourism, done at the regional level if possible.

YEL	NP	It is vital to emphasize protection of Montana's wild public land, the source of our fabled wildlife and the reason outdoor recreation is so popular in Montana. Without recognizing the need for permanent protection for public wildlands, we will kill the goose that lays golden eggs.
YEL	NP	Most of the questions center on growth of tourism.....do we really want more growth or better quality experiences? I would guess that most residents don't want a lot more tourism at the expense of their own experiences. It is important to keep the cost low and the experience level high for those tourism attractions that would be shared by residents and tourism alike. Crowding on our rivers by fishermen is a frequent problem experienced by residents, resulting in lower quality experience for our residents who sacrifice financially to live here. Expanded tourism in the outfitted hunting tourism results in more leased land which tends to exclude resident hunters.
YEL	NP	It is VERY important that we do not forget why people come to Montana. Do not want to love it to death. I do not want another California environment. Also, community infrastructures are in dire need of repair - the tourism tax should help improve the key local problems.
YEL	NP	These goals are fairly general and difficult to rank. Knowing HOW the goals would be carried out would help determine their ranking.
CUS	PR	Lack of awareness of the fact that many MT citizens are in the tourism industry is a key barrier to further open discussion and appropriate development of resources that can sustain families in our State.
CUS	PR	Definitely need to spread the benefits of tourism to some of the less traveled parts of the state.
CUS	PR	It is important to educate people in knowing that Montana is a great place to visit year round. More emphasis needs to be placed on the shoulder and soft seasons. Also, we need to do more to protect our bed tax dollars...each legislation it becomes closer and closer to having these dollars used for other interests...rather than promoting tourism!
CUS	PR	I like the idea of expanding the seasons but in Russell County one of our problems is to promote winter when we don't have winter. If we had great winter recreation it could expand to other businesses.
CUS	PR	four seasons not as important as covering all aspects of Montana. Central and Eastern Montana needs assistance diversifying ag economy. Tourism will not save, but it will help.
CUS	PR	Revenue and resource allocations should be commensurate with the areas in which bed tax dollars are being generated. Continued growth in the State's largest attractions will allow Montana to compete more effectively with other states for the tourist dollar.
CUS	PR	Reduce governmental red tape in licensing and regulations.
CUS	PR	infrastructure and concepts like ecotourism are important but I'm not sure

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		that the travel promotion department is the place to address those issues.
CUS	PR	Tourism is the only growing industry in the state - we should not forget how this phenomenon has occurred as we proceed in the next five years. The success is due to the unique public/private partnership we have in place. Currently, the private sector is helping provide guidance and input to the state tourism promotion effort that is producing a program truly envied by many other states. Bottomline - keep the private sector involved and don't let the goals and agenda of the public sector dictate the future of the tourism industry in Montana.
CUS	PR	A lot of these work together, need each other. I hate to get the state more involved, to the detriment of local participation, in promoting tourism.
CUS	PR	1) expand out of state promotion 2) develop better rest areas with travel information booths
CUS	PR	All areas of Montana need tourism exposure. Many wonderful places are off the beaten paths.
CUS	PR	Work to implement a sales tax
CUS	PR	1. Need to have evaluation of effectiveness of group tour and overseas marketing efforts. conversion studies similar to those done for TV and internet marketing initiatives. 2. Need to have evaluation of CTAP process to determine long term value to the community, as well as to follow up on progress made as a result of the process. 3. Need to have a competitive bid process for outsourcing tourism research. 4. Need more community level research, and not rely on state or even county models available through IMPLAN and other economic impact models.
CUS	PR	I think tourism, agriculture and industry (forestry, mining, etc) all have a spot in Montana and we just need to remember not to go overboard with any of the issues.
CUS	PR	an example of "creating the experience" might be that we value a buffalo jump such as the Ulm Pishkun, we create a visitors center, next, evaluate our creation vs the "Head-Smashed-In" interpretive center and buffalo jump north of Ft McCloud, Alberta How did we compare? If it is worth doing, it is always worth doing well?
CUS	PR	Montana's tourism industry has room for significant healthy growth - but first we need to overcome the resident bias against it - I believe this is our biggest challenge!
CUS	PR	Really don't concern us, except to try to put us out of business.
CUS	PR	They were hard to rate as all are needed for this industry to grow and prosper.
CUS	PU	Recognize the value of Montana's cultural/ historic resources and help promote them accordingly.
CUS	PU	Equalization is needed between "rich" and "poor" tourism regions

CUS	PU	Seems to be too many goals...spending \$ on advertising ..big bucks is likely the key. Any money spent on the other things would take away from that. If we see a big increase in visits as a result, then there should be more \$ for other things...
CUS	PU	Federal & State Agencies already have the processes in place to protect natural, historic, cultural resources, but lack the fiscal resources to get the job done. coordination in this area would be helpful but not of the highest importance.
CUS	PU	improve funding for local services and facilities that are the foundation of the travel business
CUS	PU	Need more funding for developing tourism and recreation
CUS	PU	Encourage State officials to eliminate practices which gives Montana a negative perspective in the eyes of the nation and the world (brucellosis, drunken driving, speed limit).
CUS	PU	Need to support and promote "open spaces" and "unobstructed viewsheds" that visitors expect to see in Montana. They don't want to see urban sprawl and cell phone towers.
CUS	PU	I feel we need more marketing. If we could have assigned more than one ranking to a comment, I would have ranked promotion as 1, 2, & 3!
CUS	PU	Billings is in the middle of hosting 80k bowlers. Don't see a lot of coordination of getting these visitors to stay additional days with on-site informational booths. Depending on ads.
CUS	PU	Protecting our natural resources is paramount to sustaining any tourism!
CUS	PU	Remember to keep cultural sites from desecration while trying to assist the Tribes with tourism.
CUS	PU	Cut out a few of these goals pick one or two and work on those. Trying to do all of them would be repetitive.
CUS	NP	In southeastern Mont. especially, we need to develop our "cultural tourism", historical connections to the peoples of the region
CUS	NP	I think it is essential that Montana's museums and interpretive centers that have been established be developed/enhanced before we add more new ones. Let's make the current ones better!
CUS	NP	Funding is certainly important. For example I am aware of the interest in grant applications and dollar requests through the MT L & C Bicentennial Commission, it 2002 4l app. for over \$750,000 how- ever \$123,000 available.
CUS	NP	Tourism infrastructure development is essential.
CUS	NP	From our standpoint we need better mapping and planning of routes. This will tell tourist more what to see and expect to see. (Not just motels)
CUS	NP	Signage is still a major stumbling block for the communities.

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CUS	NP	Far too little attention is paid to the necessity to maintain the tourism infrastructure - restrooms, parks, parking areas, walking trails and etc.
CUS	NP	Montana's biggest attractions to tourists are its natural values of the land: open space, abundant wildlife, unspoiled scenery, opportunities to fish and hunt and hike uncrowded trails, clean and unpolluted air and waters. If Montana is to maintain its attractiveness to tourists it should have a goal of maintaining and enhancing these values.
CUS	NP	The focus on tourism seems to be limited to how we can increase and stabilize the industry, with little or no attention paid to the adverse affects. From the perspective of a lifelong Montanan, the increase in recreational tourism, particularly "consumptive" uses like fishing and hunting, has had a clear and negative effect on the quality of life that has kept people in Montana for generations, despite an economy that has been so chronically in recession that the current nation-wide recession does not even register here. Loss of access to lands traditionally available for informal public use, crowding on rivers and streams and deference to commercial users have all contributed to negative view of the tourism industry among those who cherish the opportunities to enjoy the natural amenities that come with living in Montana. Before we spend valuable public funds to lure more tourists to Montana, it seems that we should do a much better job of acknowledging, planning for and ameliorating the conflicts and resource degradation that arise because of tourism.
CUS	NP	Tourism must be based on long-term protection of the natural assets upon which it is based. Right now, on the Beaverhead and Big Hole Rivers (and certainly others are facing the same problem), the problems with overcrowding and overuse have reached a point where the legislature has attempted to regulate use of the rivers. In the process, fishing guides are being limited -- which is something residents wanted done -- but it illustrates how overuse of the resource can backfire on the tourism industry. Same goes for our other attractions. We have changed the laws to make maintenance and restoration a priority at state parks and fishing access sites -- NOT development, which is expensive to do and expensive to maintain. The link between so-called "user fees" and the level of development is clear -- the more you build, the more expensive it is to maintain (and fix once vandalism occurs) and the more you need to charge the public to access what, in reality, is their own resource. These resources, after all, do not belong to the tourism industry or state agencies -- they belong to the people. In particular, more attention must be paid to conflicting uses -- in this regard, snowmobiling, OHV use, and jet skis are obviously in direct conflict with public resource users who are seeking a quiet, natural experience -- not a gas-powered thrill ride. Unfortunately, Montana (and the feds) have barely scratched the surface of this extremely important issue. The problem arises when the loud, often smelly use drives others away and, by default, then becomes the

		"dominant" use. Simply put, you can run gas-powered vehicles and boats just about anywhere, but the natural amenities that are Montana's true treasure -- the wild lands and their animals and plants -- are only found in certain areas. Those areas are worth vastly more than, say, a field in Iowa, which would be fine for ATV mudding -- as opposed to a high mountain wet meadow -- which will be/are being ruined by a similar use. Tourism, therefore, must follow a first priority, which should be "Do no damage."
CUS	NP	Would like to see more clear strong goals to ensure that natural resources are fully protected as recreational activities, particularly those that have potential to seriously harm the environment (motorized recreation) potentially increase on the landscape. The seasonal needs of a wide variety of Montana wildlife could be seriously affected if promotion of public land recreation results in increased levels of human use in sensitive seasonal habitats. Measures to educate the public and visitors about life-cycle and seasonal needs of wildlife is very important.
CUS	NP	NEED TO IMPLEMENT A SALES TAX SO TOURISTS PAY THEIR OWN WAY. LIFT THAT BURDEN OFF THE MONTANA TAXPAYER.
CUS	NP	The questions on this survey appear designed to skew the results toward more development, rather than protection, conservation and simple maintenance, of MT's prime natural recreation areas. This is WRONG! The pro-development bias of this survey does not allow me to express my view that our natural areas such as undeveloped or minimally developed state parks and fishing access sites should be kept as NATURAL and PRISTINE as possible, and WITHOUT turning them into KOAs and parking lots. We need to focus on maintenance, NOT DEVELOPMENT, of existing facilities such as restrooms. Highway rest areas should be enhanced and open year round. But we should NOT add hookups, showers, septic, camp hosts, museums, curio shops to our natural areas. There's too much of that already, nearly everywhere, and Montana needs to set itself apart from that and provide unique natural experiences for tourists. It's much wiser to stop destroying and, instead, preserve and protect, the natural beauty that attracts people here.
CUS	NP	It would help if there was more specificity - perhaps some thing in the goal that says how it will be done. For example, to do such and such by what means, and perhaps by when.
CUS	NP	A more cooperative effort with state, county, local gov. with the private sector seems badly needed.
CUS	NP	Issues relative to resource protection and user satisfaction need to be resolved before increases in motorized recreation can be expanded. The development of expanded tourist opportunities should not be at the expense of local users.

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Comments about Objectives under Goal 1: Enhance Awareness & Support for Tourism & Recreation

GLA	PR	It is unfortunate that it is necessary to "sell" Montana on the value of tourism. Nonetheless it is necessary.
GLA	PU	Montana's leaders continue to look to the past practices (mining, logging) for economic growth. The future is a service economy and Montana must further embrace that. Additionally, while citizens have begun to migrate over to the service economy, it is very difficult for them to compete for recreational opportunities with non-residents - that, I feel is a key challenge to address.
GLA	PU	Having a targeted sales tax for tourism related items, and having those taxes specifically go to local/regional tourism is necessary. People tend to not mind paying a little more if they know the money is going back into the location that they spent it.
GLA	NP	Don't tie user fees into tourism as it results in residents paying the fees as well. Expand the distribution of the bed tax. Don't give so much to Virginia City.
GLA	NP	cannot tax them out of the market but must consider wear and tear repair
RUS	PR	We should not tax Montana residents for seeing thier state. We need to get Montana's to visit other areas of the state. A visit your neighbor programe would be great and could be used to enhance our off season.
RUS	PR	It is disturbing to think that I live here for the natural resources and might have to pay for them. At the same time I feel that we pay a high price with decreased wages and increased living costs. If there were a way to add fees to non-residents while maintaining cost free enjoyment for residents, that would be prudent.
RUS	PU	To enhance support for tourism in MT, it is important that we take care of the residents first. If residents are content and don't feel they are down-prioritized in relation to tourists, we'll have a much easier time building a successful, stable and sustainable industry. Developments should benefit residents as well as visitors.
RUS	PU	User fees should apply particularly to those activities which have the greatest impact--particularly snowmobiles and atv's, rather than low impact use like hiking or floating. Our primary goal needs to be the education of our legislators as to the long-term rewards of investing in maintenance of cultural and natural resources.
RUS	NP	I would only add that the primary reason I support increased funding and awareness is that I believe both can help enhance and protect the natural resources in the state. I believe the majority, if not all, increase in funds should be used for stream and wildlife habitat improvement and improving infrastructure to better handle visitor impact. (Not necessarily to make

		visitor experience more enjoyable or educational, but to prevent damage to sensitive areas.)
RUS	NP	Not enough Montana citizens appreciate the importance of tourism that does not adversely affect our natural resources, e.g., non-motorized versus motorized recreation in our national forests.
RUS	NP	This is extremely important. Often, those people whose very state may offer the greatest benefits, are not aware of the significance of their own resources, particularly in a changing economic and social climate as we have here in Montana. Increasingly, I feel, Montanans need to recognize wildlife and other "resources" as sustainable ones, just as timber has been viewed for so many decades.
MRC	PR	Be sure to have specific goals and objectives when thinking of fees and taxes. We want to encourage tourism not detour it.
MRC	PR	Some of the ideas were mixed in with good and bad in the same set of ideas. I rated some 3 based on 5 and 1 ideas. Separate the ideas so we can evaluate each one.
MRC	PU	Enhance collaboration and awareness among providers, programmers, and facility managers among all sectors of recreation and tourism industry.
MRC	PU	do NOT raise the 4% TAX
MRC	PU	We are the ambassadors of Montana, as well as a significant segment of tourists in our state. Funding quality tourism will assist our economy, attract quality visitors and contribute to our own increased quality of life.
MRC	PU	Funding for weel researched, accurate interpretive services is critical. Signage is only one venue, other avenues such PROFESSIONALLY WELL RESEARCHED printed information should be part of this package. Too often interpretation is very limited.
MRC	PU	More funding is definitely needed, but we have to be careful not to burden the ordinary Montanan who also wants to enjoy the outdoors, recreation, etc. We already pay high gas taxes, for example.
MRC	PU	Local involvement extremely important. Local park districts are able to form under MCA 7-16-2401-2443. However a more specific tax district for local tourism would be equally if not more important
MRC	PU	We just have to watch that Montana does not become a tax the nonresident State - We have to make sure all Montanans realize the benefits on tourism on our economy. If Montanans are not bought into tourism nothing will get accomplished
MRC	PU	Breakdown "tourism" assessments and summaries into components: heritage tourism, sports, scenery, etc.

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MRC	PU	Non-resident and resident tourists will not tolerate being charged any more for recreational opportunities than they are currently being charged. To propose or to increase a "user fee" is simply an attempt to privatize and/or increase profits from a public resource that is held and managed as a public trust. Tourism and outdoor recreation opportunities were never meant to be managed for a profit. If you try this, tourism and outdoor recreation will become something that will be available only to those who can afford it. It is simply wrong, if not actually criminal, to allow or to support that to happen!!
MRC	PU	Break each of the items out separately for the question w/o bundling 3-4 items together
MRC	NP	Enhancing awareness should not just include the economic benefits, but long-term benefits from protecting the environment.
MRC	NP	Emphasis should be placed more on promoting awareness of and appreciation for the resources and environmental amenities that tourists and recreationists come here for, and promoting a desire to protect those resources. Less emphasis should be placed on directly promoting particular organized tourist activities and industries.
MRC	NP	My comments on this just disappeared ... once again: Too much emphasis on promotion, generation of more money, and educating Montanans about the economic benefits. More emphasis should be placed on developing strategies through which tourism can benefit Montana residents. For example, the tourism industry could champion an affordable, attractive and efficient shuttle bus system that links Glacier NP and gateway communities. This would reduce congestion, improve transportation options and provide opportunities for positive resident/visitor interaction. Or the industry should partner with conservationists to protect Montana's natural assets rather than simply promote them. The Canadian Year of the Great Bear heritage tourism initiative, in concept at least, is one way of doing this. The tourism industry should establish itself as the leading stewards and advocates for Montana's greatest assets, which are our environmental amenities.
GWC	PU	Imposing taxes to generate funding to promote increased tourism does not seem appropriate. The funding should instead help offset impacts from increasing demands on limited natural resources. For example, using gas tax revenue to develop more and more snowmobile trails, while generating more dollars for some sectors, has led to increased adverse impacts to Montana's natural heritage, including wildlife sensitive human disturbance.
GWC	NP	Additional taxes and fees that directly affect the Montana citizen should be avoided. If we are promoting the heritage, natural beauty and culture of Montana, then all of our citizens should have a direct stake in it - that cannot happen if they are priced out of Montana.

YEL	PR	City and county infrastructures should be financed by either a broad based sales tax or a small realstate transfer tax that has protection for agricultural uses. Do not use the bed tax for city infrastructure problems.
YEL	PU	I feel it is extremely important to find a verifiable, accountable balance between the development of new funding sources and the cost/benefit to Montana citizens.
YEL	PU	Appropriate funding sources for infrastructure should not be totally placed on tourism, however the present accomodation tax relies totally on the 17% of a tourism spending at accomodations to fund everything. There is a need to diversify the Taxation on other tourism spending (ie gasoline, food, beverages, clothing etc..
YEL	PU	Montana sure could use a method to get the tourists to help pay for the infra-structure and needs that they demand.
YEL	PU	Too much emphasis in the actions on promotion, not enough on product development and protection. The fee issue has a lot of concerns and downright opposition to it. There are some systemic questions that need to be addressed before we jump into fees
YEL	PU	The "Montana Passport" idea needs a bit more thought, nobody is going to want to pay extra just to come to Montana, we as montanans will appear to be money hungry people. And thats just not right.
YEL	PU	The activities in the previous section are not very creative. Dry. A PR firm from back east needs to be hired to market Montana tourism particularly if the ideas thus far presented represent the talent of those individuals guiding the project.
YEL	PU	Support the philosophy and resource management practice of "you play, you pay." Instead of making the Montana tax payer pay for recreation opportunities he/she are not personally using.
YEL	PU	Fees are an important source of funds to provide quality recreation experiences and seem to be readily accepted when they provide direct support to and enhance the quality of the facilities being used.
YEL	NP	There should be no charge for advertising on the Montana state Web site, it should be a public service to the tourism industry.
YEL	NP	What is needed is enhanced awareness of the fragility of public wildlands in Montana, the need to tread lightly upon them, and the need to protect their wild character.
YEL	NP	Montana citizens should be encouraged to visit places within Montana and appreciate all that we have to offer here now. Too many see tourism as something out-of-staters do and that the rest of us just stay at home.
YEL	NP	The points seemed to be centered around improvement of the tourism tax and other taxes for tourism. I feel the tax should help local communities improve their infrastructure also. Missing the boat on why I supported this tax to begin with - support communities not just the

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		tourism education and outreach.
YEL	NP	No user fees for residents to support tourism!
YEL	NP	So far this appears to a self-serving political agenda.
CUS	PR	Without advertising dollars the tourism industry would be very hurt and therefore the entire economy of Montana.
CUS	PR	Enhanced awareness is very important in order to maintain and grow the support necessary for the tourism industry. A thorough understanding about the impacts, benefits and fragility of the industry is the most secure way of insuring the sustainability.
CUS	PR	As my community receives no benefit from the "bed-tax" I am opposed to its present use.
CUS	PR	The bed tax is a good system. raise it to 6 % for the extra dollars needed. This is better than nickel and dime the public.
CUS	PR	Lodging tax does not meet needs of central/eastern Montana - do not understand Pass Port option?? Rural areas and communities should be able to recoup funds spent on access roads for public lands/areas. Many travel to CMR and Fourchette Bay w/o contributing to local economy.
CUS	PR	If we educate thereby informing those to visit Montana year round...this would increase bed tax dollars available to the state and maybe we would not have to rely on increasing fees, ect. to visitors once they are already here...possibly discouraging them from coming back in the future.
CUS	PR	The bed tax has worked and should be allowed to continue funding a strong state tourism promotion program - but the reality is the bed tax can't do it all and can't adequately fund all the ideas presented by mostly representatives from the public sector and their supporters, i.e., state parks, historical society, etc. They need to find other sources of funding and sell their ideas to the legislature like the tourism industry effectively did in 1987. Resentment is building in by some in the tourism industry towards other public sector supporters who feel the bed tax is the only source of revenue that can be used to address their budget needs.
CUS	PR	I believe that we need to develop either additional funding sources (raising bed tax?), but continue supporting tourism with a certain percentage (not dollar amount) of funding always going to tourism promotional efforts.
CUS	PR	I think we need to change small and large things. For example the federal business sector codes do not recognize tourism so those answering research questions can't even say they work in our industry. Recognition of that would all of a sudden place our industry in a more realistic light with government and citizens who fund things based on size of the market. Also our State needs a sales tax. It is silly that Montana citizens, some of the poorest per cap earners in the U.S. do not take advantage of the millions of visitors to help fund our services and infrastructure.

CUS	PR	Whenever possible we need to engage the private sector instead of just adding more bureaucracy
CUS	PR	I feel it is important that the residents of Montana are involved in tourism and recreation in Montana
CUS	PR	sale tax as additional funding source
CUS	PR	Implement GENERAL Sales tax rather than selective.
CUS	PR	Keep the bed tax for what it was meant for and you have the funding needed. Educate officials and citizens is very important so you can use the funding where it should be used.
CUS	PR	You're planning on taxing/killing the goose that laid the golden egg, looks like to me.
CUS	PR	Make certain the accommodations tax revenues are used only for the promotion of Montana as a place for tourism businesses. Do not let the Legislature take any of the funds for other uses.
CUS	PR	Tour packaging should be encouraged by the state tourism office, but actual business activity should be a private enterprise function. We need to remember that government functions on our behalf, not in our stead.
CUS	PR	I'm a firm believer in user fees but we have to be careful not to simply create new taxes. The federal fee demo program is starting to work ok and could be used as an example of how user fees can be dedicated to pay for maintenance and development of infrastructure.
CUS	PU	I think the invite a friend program is excellent
CUS	PU	Yellowstone County/Billings generates much more bed tax than is returned to us. Why would we support more tax so the western part of the state could get it? Need a fairer formula.
CUS	PU	Any financial assistance for these projects will be helpful.
CUS	PU	Without the support from congressional representation, the other goals will be more difficult to accomplish.
CUS	PU	my additional comment would be to emphasize the importance of the tourism industry to the State Legislature. I would also like to emphasize the importance of the tourism industry to the Tribes and Native American communities with additional emphasis on providing ideas for "home-grown" tourism industry opportunities.
CUS	PU	We are already overpromoting what our infrastructure can support.
CUS	PU	Building the tourism infrastructure is extremely important to the tribes. The tribes have a lot to offer, however they lack the funding, training and facilities to participate in tourism efforts.
CUS	PU	If the land base is degraded no amount of increased money for Travel Montana is going to make any difference! Take care of the land and then worry about advertising.
CUS	PU	Do some limited promotions within the state
CUS	PU	I expect it would take a good deal of \$ to fund an aggressive ad program

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		but it should pay off.
CUS	PU	the last objective... mentioned establishing recreation districts for counties.... you must include cities in this concept as only a few counties [3] are funding park and recreation activities, improvements, development..etc. as compared to local municipalities.... cities have the pulse of the communities and their needs close at hand for determining park and rec. service levels.... don't reinvent the wheel on this one!!....
CUS	PU	I think Montana should seriously look at an excise or sales tax much like Hawaii's system. It targets the tourist and grants rebates or tax credits to the local citizen when they file for their personal income tax. The net result is lower property taxes for the permanent resident.
CUS	PU	Very important. I would especially like to see a resurrection of HB 16 from last session--a loan from the coal tax to fund historic/heritage sites in Montana
CUS	PU	It is important that we look at a total tax reform in this state. Lower property taxes, enact a state sales tax. You may even look at exempting MT residents.
CUS	PU	We need to make sure we recognize that the old way of "doing" tourism interest hasn't been successful. Let's be daring and take a chance on something new.
CUS	PU	Make public awareness of sacred places to Native AMERICANS and ask for tribal input about the areas of protection.
CUS	PU	the state should work to assure that tourists pay a fair share of the cost of the services they use. [it is not fair to ask montana taxpayers to subsidize these services.
CUS	PU	Positive accomplishments in the other 6 objectives will fulfill the task this objective identifies...when we have a good-better-best story to tell, the awareness and support will follow
CUS	NP	Emphasis on preserving what we have - not tourism at the expense of the environment such as what is happening with snowmobiling in Yellowstone
CUS	NP	Virtually all of your questions and suggested actions are aimed at increasing tourism -- nothing talked specifically about the very real impacts -- not just bringing money to the state, but the loss of resident recreational opportunities, diminishment of aesthetic values, or resources. Why not? If this is just a boost tourism poll, you're really not giving respondents a clear opportunity to respond honestly. Quite frankly, looking at the amount of money Montana spends on tourism promotion compared to the other western states, we are WAY out of line (on the high end) and should be putting more our Bed Tax into maintaining the very things our tourism is based upon...such as restoring resource damages directly related to tourism's impacts.
CUS	NP	Make sure that the bed tax stays for tourism related promotions.

CUS	NP	There is plenty of money in the bed tax program, its spending just needs to be better prioritized, which includes less for promotion and more more maintenace and enhancement of the tourism infrastructure
CUS	NP	Enviromental impacts are the most important, yet are not even mentioned on this survey. SHAME ON YOU! All of these options should look at whether development and increased use of an area will harm or destroy its natural beauty and ecosystem. It's shortsighted and detrimental to our state's unique natural attractions to consider only economic impacts and funding designed to increase use, without balancing that with protection and preservation.
CUS	NP	Unless sources of funding intended to expand tourism also specifically earmark revenue to minimize the impacts of increased recreation on natural resources and provide for an broadbased educational component relative to the function of ecological systems, the needs of wildlife, the problems of weed spread, etc., it is difficult to support increased spending on recreation. à It is also critical, to enhance the awareness of those now seeking to capitalize on fish and wildlife, to the necessity of not excluding the traditional resident hunters and anglers who basically restored these resources to Montana and who remain essential to their continued vigor.
CUS	NP	Again, I think the emphasis needs to be on existing services and facilities first -- to make them top notch.
CUS	NP	Increases in the numbers of tourists should not overwhelm existing infastructure and oppurtunities. Growth should be based on the ability to handle the influx without negative impacts.
CUS	NP	It seems as though a blanket attitude that tourism is somehow a panacea for the state's historic economic doldrums is implicit in the question. The public education component needs to address the adverse effects of tourism as well as the benefits. Can we maintain those values and qualities of life we cherish, while promoting tourism?
CUS	NP	Promote a sales tax
CUS	NP	I think that tours could be held for business' that support different venues, such as bed and breakfasts, local lodging other services for tourists

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Comments about Objectives under Goal 2: Expand Four-Season Visitor Spending

GLA	PR	The traditional ice-and-snow off-season activities are not predictable in eastern Montana. Other suggestions are valuable in this area. Not to diminish the value of skiing to the rest of the state, of course.
GLA	PU	Its interesting that you asked about high quality interpretive services related to cultural/historical opportunities, yet no similar question supporting this goal regarding natural resource interpretation.
GLA	PU	As a frequent out of state traveler for business, I often find that I would like to come back to that area on a family vacation. So encouraging businesses to hold meetings and conventions could help increase recreational travel as well.
GLA	NP	forget snowmobiles. utilize existing facilities and update if required
GLA	NP	Already have many quality indoor, year around interpretive sites. Museums in particular, help them market, and attract. Don't build new, market and develop what we have.
RUS	PR	We spend a lot of money on trying to bring skiers to the area. I think we should try and spend more money on the shoulder seasons. We should also look at getting the focus of our advertising correct. We should be pushing summer during the Winter and Winter during the summer. This way we would get a better return on our dollar. As it is we do little advertising for winter until it's almost upon us. this is something that should be available to our guest in May each year. Maybe a table tent in motel rooms or at the local diner.
RUS	PR	As a fly fishing guide, off season tourism affects me very little.
RUS	PU	In objective 1 of this section, the fourth objective listed is very important, the other three less so, In Objective 2 & 3: define the targeted or "desirable" visitors, In Objective 3, these objectives cannot be met by the cultural resources with their current funding levels and sources. Other states have found that a combination of private AND public monies are necessary to maintain these resources, with public monies creating the base for operation.
RUS	PU	As I have indicated before, I think this will be a waste of time and money.
RUS	NP	Emphasis should be on appreciation of what we have that's special versus duplicating what is found in other areas of the country.
RUS	NP	If we take Missoula as an example - the number and type of available venues for conferences, seminars, special events, etc., are very limited. By supporting initiatives to create, develop and enhance such venues, you will automatically expand the number of opportunities.

RUS	NP	I think marketing can be expanded to better use the facilities we have throughout the state, and to bring visitors to areas of Montana which are not heavily visited but have much to offer. Regardless, maintaining the quality of the resource should always be priority one. Activities such as snowmobiling and four-wheeling should be discouraged except in areas that are currently prepared to handle that kind of impact. Near me, Seeley Lake and Lincoln are good examples of areas that with improved infrastructure and more regulation enforcement could handle increased off-road recreation.
RUS	NP	many of these benefits seem to be here in Galatin Valley at some degree already: retreat facilities, quality guides and educational services.
MRC	PR	Expanding convention/conference image is a tremendous idea. Conventions/conferences bring a lot of money into local areas. I think this is a very good place to increase promotional efforts.
MRC	PR	Some very good ideas. Do to the lack of convention centers and hotels not cartering - service wise - many companies do not come here for meetings. It is also more expensive (airlines) to travel here.
MRC	PR	Convention and Visitors Bureaus at the State and local level should separate from Chambers of Commerce. They serve different roles and need to be funded separately and staffed separately to be effective.
MRC	PR	Not sure that snowmobile industry equates to a segment that "spends more money and stays longer", let's check the stats on this.
MRC	PU	Solving our access issues will solve most of the previous questions. Airlines, trains etc.
MRC	PU	I think we should be careful about inviting a mass exodus to Montana. What good are our natural and historical attractions if we can't deal the crowds? We are not equipped to handle huge bus tours, giagnatic conventions or Olympic size events. Do we want to? I don't think so because such huge vistation will spoil the Big Sky ideal what makes Montana attractive in the first place.
MRC	PU	These are all really good ideas to expand Montana's niche in the tourism market, but I'm skeptical. Where is the money? For example, walking and/or audio tours of Virginia and Nevada Cities would be great, but where is the money? If the money was available, after basic infrastructure requirements, I would like to see Montana marketed as a "place to be" for meetings, sports, etc., but then we run the risk of overdevelopment. Tourism isn't the answer to all our economic woes - we have to combine with so many other funding sources.

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MRC	PU	These efforts may need better focus on also helping smaller towns etc. They certainly won't be able to host conventions etc but should have strategies and funding assistance to also attract. Otherwise the big cities and resorts get better and small towns etc get less focus they need to be included. You are only as strong as your weakest link. These are important just remember all towns have something locally of interest and have little or no means and skills to share their assets and attract visitors "backroads tours" of the interstate and sometimes black top
MRC	PU	We need to balance our recreation services and take advantage of Montana's rich cultural and historic resources to expand the visitor season and length of stay.
MRC	PU	While we clearly need to emphasize shoulder and off season opportunities to help smooth out economic viability of some businesses, it may be unrealistic to expect dramatic change in the current situation. Tourism in Montana has been a seasonal activity and will likely remain largely so. Finding diversification opportunities within this basic reality will likely pay more dividends than expending scarce resources to seek dramatic change in the pattern. Viable business may need to accept and work within this essential reality of major seasonal swings. Just as in agriculture, we must make hay when the sun shines.
MRC	PU	I would be very interested to hear how the "distribution of benefits to all regions of the state." would occur equitably to all regions of the state. Because there are only a handful of areas that generate the lions share of the non-resident/tourism dollars. I don't believe that West Yellowstone or Whitefish, are going to voluntarily allow monies raised in their areas to be distributed evenly to places like Plentywood or Broadus without some sort of Law in place.
MRC	NP	Heritage and cultural attractions and events should complement Montana's existing assets (nature, Native Americans, etc.) Creative thinking should be encouraged toward this end. For example, an annual group bicycle ride (not a race) between West Glacier and St. Mary on the first weekend after plowing of the Going-to-the-Sun Road. Or establish a Peace Park Institute in Kalispell (next to the world's first international peace park) to showcase and celebrate peace parks around the world and serve as a think tank or conference center for the concept of international peace parks. Refer also to my earlier comments about not promoting snowmobiles playgrounds in inappropriate places.
MRC	NP	See comment on previous goal. Do we really want/need our state government promoting industrial tourism? Can the private sector not do as good or better a job of promoting its own business, and is it already doing this? What efforts have been made to measure the effectiveness of government promotional efforts so far, and determine whether they are cost effective?
MRC	NP	AGAIN, USING SOME RESOURCES FOR REAL CULTURAL IN

		VENTORIES WOULD BE MOST VALUABLE
GWC	PU	Convention packages can be beneficial if they integrate education and interpretation on our natural resources.
GWC	NP	Art and historical resources are well-developed in the state, but are extremely under-funded. An education campaign to let Montanans know what we have, how special our historical and cultural resources are, and why they should support them is long overdue.
GWC	NP	Providing excellent interpretation of historic sites is very important. Don't neglect activities/venues/attractions for those travelers who do not have great amounts of money to spend.
GWC	NP	I am not a fan of snowmobiling and its promotion. It seems to take precedence over a number of environmentally compatible activities (xc skiing, snowshoeing, etc) because of the money involved. I would NOT advocate turning Montana into a snowmobilers haven - what a horrible idea.
YEL	PR	If Montana would devote more funds to building awareness of our great state and what it has to offer, private enterprise will develop the packages and services to meet the demand.
YEL	PU	The market is there and will take care of itself, without government's help or intervention. It is NOT government's job to promote specific businesses.
YEL	PU	I am concerned about the inviting the expansion of motorized recreation such as snowmobiling. In many areas, we have already reached capacity and to encourage increased motorized usage will take away from opportunities of other types of recreation
YEL	PU	Most of these questions appear to focus on private business marketing strategies.
YEL	PU	Meet with the major accommodations business headquarters (Holiday Inn, Comfort Inn, etc) to design joint PR campaigns.
YEL	PU	Regarding the meeting/convention aspect of expanding the season - air service is an important consideration of regional and national decision makers when choosing a location for their meetings. Can they get their speakers in and out on time, is the access easy and convenient for all attending? I think "improving air service" or "airline logistics" needs to be addressed in this section.
YEL	PU	We need to first understand the consequences, particularly social before undertaking an attempt at expansion of the tourism season.
YEL	PU	It is hard to rate the objectives as a whole because you may like part of one but not another part.
YEL	NP	The tour bus industry, expanded convention tourism related industry are both very important aspects of expanding our tourism statewide.
YEL	NP	A little better thinking business and local help but still need to help infrastructures.

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YEL	NP	I believe we need to strengthen existing organizations and encourage collaborative marketing and programming. There are endless opportunities for new partnerships linking the cultural community with the lodging industry to further expand "Montana experiences" for visitors.
YEL	NP	Some of the individual points are better than others. Ranking is for the group and I would prefer to rank EACH point.
CUS	PR	Four season travel is essential so businesses can keep their doors open all year.
CUS	PR	Great points!!! Also...we need to get more local chambers and cvb's to become proactive in promoting conventions, etc. rather than reactive. Many Montana chambers/cvb's could learn a lot from the Boise, ID and Casper, WY chambers. They have great programs in promoting their cities for conventions, meetings, tournaments, etc and have a wonderful education plan for key line employees involved in the tourist industry! Travel Montana is wonderful in this area but cannot perform for every city in Montana...that is why it is so important that our local chambers/cvb's become more educated and involved directly in promoting the individual cities that they represent!
CUS	PR	conventions still came after 9/11 the other traveler cancelled. Need to invest more into convention recruitment
CUS	PR	Let's face it: people are going to come when they want to come. We've tried shoulder-season advertising and marketing efforts, with little success. The addition of "things to do" would help in those times, especially in terms of group tours. As for the convention business: Yes. If the right types of conventions can be developed, this brings the high-end executives and decision-makers to our state, and enhances our economic development efforts.
CUS	PR	The Bowling finals here seems to have been a spectacular success for Billings, I'm sure they would like things like that to be encouraged.
CUS	PR	Public funds should be used for infrastructure. The development of packages and refining the tourism product should be a private enterprise.
CUS	PR	winter will always be hard to market the entire state, Alot of Montana has no winter destination places. Mention Montana and Winter to most people and you get COLD UP THERE!! Hard to change that image
CUS	PR	Montana is not wel suited for convention hosting because of the cost and availability of air travel. We would be better off dealing with nmore basic needs like vistor centers & year round rest room on our highway system.
CUS	PR	We need to have more and better roads to promote tourism
CUS	PR	focusing on vistor segments is vital. We need assistance in projects/concepts such as Amtrak Loop Tours, trail rides, Agro Dome, dinosaur digs, tours in general.

CUS	PR	once again - engage the private sector whenever possible
CUS	PR	Assist private enterprise to build packaging, don't be the packager (Travel Montana). Make sure that in getting more and bigger, that environment and communities really want more. Depth of spending and experience for those that are here, not necessarily more people who simply stres resources and infrastructure.
CUS	PR	The travel industry is unfamiliar with MT. We need to focus on a multi-year effort to change that. We need to have more DMO's and teach how to package and sell MT to those who can carry our message for us.
CUS	PR	Use moneys generated in equal proportion to the annual income percentage. Do not take monies from main tourism months to promote poor tourism months. The percentage should correspond to useage.
CUS	PR	in this category, the international market may be the best target market
CUS	PR	It seems we can't depend on snow anymore which makes it hard to market in winter. Those who don't like recreation may not want to come to Montana in the winter, even though it is not as cold as it used to be.
CUS	PU	The convention part will be hard to achieve if you're competing with cities like San Diego, Orlando and San Juan Puerto Rico.
CUS	PU	While it sounds good in theory, in reality, some visitors feel there is not enough to do in Mt. If one compares what is available in other spots, Mt might seem a little dull to folks attending conventions, etc. Once they have seen some of the scenery and a few points of interest, then what to do with the remaining time?
CUS	PU	Building and expanding convention opportunities is a natural sales promotion. We truly must capitalize on this.
CUS	PU	In order to fill out the soft season, I think it is extremely important for Montana to develop the conventions, meetings, and trade shows business. I think it is also important to build the infrastruccion to support the larger meetings.
CUS	PU	A new indoor sports facility that can handle all the native fans for basketball would be really great. In the smaller towns such as Havre, they can build a large multi-purpose center where they can handle all of the regional tournaments and their fan base.
CUS	PU	Continue to promote family oriented venues.
CUS	PU	I believe the focus of these questions are important and very applicable. Montana can build upon the "package" deals effectively during all four seasons due to the varied weather, events and entertainment options available. Reaching to the east and overseas should be pursued.
CUS	PU	It seems to me that to be able to do this, Montana must make an all-out effort to keep its amtrack service and essential air services to bring year-round visitors to all of Montana's regions, especially on the hi-line.
CUS	PU	Much of this is up to the private sector.

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CUS	PU	Just keep the pollution out of the areas. Too much degradation of land and resources in developed areas.
CUS	PU	it scares me a little when you say distribute benefits of tourism to all regions of the state... revenue is the key here... where its recieved is where it needs to be reinvested... get the point...
CUS	PU	Offering cultural tourism needs to be developed, especially in regards to the tribes. The tribes make up 7% of the Montana population, however they are the least represented or represented by non-Indians.
CUS	NP	Again, I am going to emphasize that the attention needs to be focused on existing museums and interpretive centers -- not in building new ones -- that can come later.
CUS	NP	Along with some of the same line items - there is a possible of 'Loop Tours' involving Amtrack (if they are still around, motor coach, private sector, etc.
CUS	NP	Work for improved access. Air, rail and highway
CUS	NP	Again, it is very important to do cultural and heritage activities and promote facilities to do it. I also believe skiing can be environment friendly, done right. I do not support the promotion of snowmobiling the way it is currently being done and would not encourage tourists to come to Montana to ride off roads and generally do as they darn well please. We want people to use and appreciate what we have, but to leave it as they found it for those who follow. I also do not support rampant development of ski resorts that are not environment friendly and are so expensive they push out the ordinary Montana citizen or low income tourist. Our prices for campgrounds and access to natural resources must be free or at very low cost. Access to wildlife and streams is what makes our country so great and so different from the places our ancestors left behind. It is also why tourists come to Montana. Do NOT promote anything that privatizes our natural resources and, frankly, increased fees for camping, access sites, etc.
CUS	NP	Your options do not reflect the fact that Montana's strongest tourism niche is its natural, pristine, CLEAN & QUIET beauty. Shoppers will go to urban areas, not here, and it's stupid to try to compete for shopping. Outdoor recreationists, on the other hand, will continue to be attracttd to Montana as long as we keep our natural attractions NATURAL and QUIET. Noisy, dirty, environmentally destructive sports such as snowmobiling and off-road vehicle use ruin the outdoor experiences for everyone else, so packaging skiing and snowmobiling promotion together is insane. Skiers, hikers,want QUIET, CLEAN AIR, and unspoiled beauty, while snomobilers like noise and polluted, unbreathable air. Snowmobiling is so offensive and destructive that it should not be promoted at all.
CUS	NP	More boosterism here -- with little attention to the impacts on residents. Winter and the so-called "shoulder seasons" are the only times of the

		year Montanans can actually experience their own state "the way it used to be." In other words, without being crowded out of traditional areas and uses by out-of-staters who think nothing of bringing their bad habits and rude manners to the riverside, back country, or parks. No thanks to stuffing more people in here and leaving us even less time to enjoy the state we live in. We already earn less money than virtually any other state's citizens, and what we trade off for those low wages is the ability to enjoy our natural amenities. This entire segment seems determined to take even that away from us.
CUS	NP	Concern exists about expanding winter recreation because winter and spring are particularly sensitive seasons of the year for wildlife. Expansion of ski resorts and snowmobiling often is in direct conflict with habitat retention. The current Snowmobile Programmatic Environmental Impact Statement is outdated (1993) and inadequately addresses snowmobile impacts. Until a more comprehensive and progressive plan is in place, where designated routes and play areas are specified for snowmobiling, controversy will expand. There ought to be ways to approach winter recreation in a reasonable and planned manner.

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Comments about Objectives under Goal 3: Nurture Business Growth in the Tourism/Recreation Industry

GLA	PR	Do not divert resources from advertising to take on challenges otherwise handled by different agencies.
GLA	PU	In my experience many business owners need training in catering to the public, friendliness, helpfulness etc. Too many realize they are the "only game in town" in many areas, so they don't feel the need to go out of their way to help someone. Often it leaves the tourist with a bad impression of the area.
GLA	PU	Investigate transfer of maintenance operations at public destinations to the private sector. This is already done with limited success.
GLA	NP	Keep public lands public and free from "For a fee charged by company x you can go into this area of public land and see this." Why should some people with money be allowed to or encouraged to benefit from a public resource unless proceeds are to be divied back up to the public owners of the land. Very strongly against that notion.
GLA	NP	sounds like you have 1,000 employees to acheive all these goals. very extensive, very admirable, yet it sounds like a lot to do
RUS	PU	In Objective 2 of this section, the first two items listed are of importance, I do not support item 3 at all, and the 4th item may be of some importance depending on how it is approached and defined. In general, businesses should NOT have the rights of voting individuals, the individuals within those businesses influence public policy by their individual votes, their influence in determining policies regarding public lands and resources should come ONLY from their influence as citizens, not because they are businesses.
RUS	NP	I noticed that somehow forestry was slipped into the discussion of agribusiness. They're not the same, and while I believe it's important to help ranchers and to offer incentives for ranchers to improve their land and to provide public access, I wouldn't want to see a red cent go to industrial logging. I also believe that land stewardship should be tied to government funding. For instance, if a rancher joins the BLM program, he should be held to a standard for bird cover and other wildlife habitat. Too often I've stepped out of the rig on BLM land to find that it's grazed to nothing ... no grass no birds, no healthy riparian zone no fish ... We should make the financial incentive more substantial and hold ranchers to a higher standard for habitat health.
RUS	NP	I think that this is less of an issue than it might be in some regions where tourism is not already a significant "resources." More direct kinds of support I think, would be of far greater impact.

RUS	NP	Seems we really need to keep preservation and protection of our existing natural resources and historic structures as a priority. Too many times these become overlooked and ersources become 'loved to death'. Seeing as though natural resources area big draw for our magnificaaent state, this would be a BIG bummer to see them go down the drain at the expense of wanting to draw more folks into the state. Need to educate not only visitors but locals alike on the frasgile nature of our renewable and nonrenewable resources.
MRC	PR	Some assistance is needed. But first the marketing opportunity must be there for a company to invest
MRC	PU	The U.S. is becoming more and more urbanized each and every year. And as this happens people will become more detached from activities in rural setings, i.e., farming, ranching, etc., meaning that any expenditure of funds in this area is not likely to garner much in return profits. If you really want to help people maintain a connection to the rural areas you will have to start first, in the schools. Urban students and their families must be taught the importance of farming, ranching, and the rural lifestyle, and about the concerns that people who live in these areas have about their futures. Then invite these same people to visit a rural area and let them experience for themselves, what they were taught. But, if these same people cannot "access" farms and ranches for these experiences they will have little sympathy for their plight. Locking up ground or charging access fees will simply make things that much more worse for farmers and ranchers, and rural communities. I myself refuse to buy Made in Montana products any more becuase of this. No one should be allowed to profit from a public resource that is held in trust for the public. But, I also believe that farmers and ranchers should not be overly burdened by a public resource to the point where their profits suffer. There has to be a balance for everyone. The wildlife and the outdoor experience that they are a part of were there long before farms and ranches. Midwestern farmers can do nothing about the hail storms that devesate their crops so they buy insurance. Ranchers that allow public access to their properties are also "insuring" themselves against any undue hardship by allowing the public resource to be harvested. Thereby, reducing or preventing the amount of crop, i.e., hay, wheat, grass forage, etc., from damage.
MRC	PU	Twenty businesses with five employees are just as important as that one business with one hundred employees. Foster small business development for those that truly live and love Montana.

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MRC	PU	Block Management is a wonderful idea - it works very well, especially for local hunters. But what about out-of-state hunters/outfitters that make it impossible for local hunters to hunt? Where does that leave the local? We always have to protect Montana's cultural resources, even if that means limiting access and visitors. Cultural assets are a finite resource. Businesses need a strong, centralized source of information, probably operated by the state. Too often townspeople and cities have conflicting information or conflicting interests and a business trying to get tourism information loses out.
MRC	PU	The most difficult thing to do is to get cooperation with the dept. of transportation to get signs to direct persons to legitimate destinations. The process is so cumbersome and so anti sign oriented that it easily discourages local government from attempting to create signs. State of Montana should have a tourism liason department that is the go to for these types of signs wy dept has too much absolute powers and it is detrimental to local tourism efforts.
MRC	PU	Again, we need to be very careful not to encourage more than we can support. These grandiose ideas supporting tourism as flourisihng industry is necessarily repugnant to those who care about out natural, historical and cultural resources. Many see the two as diametrically opposed. What we should be doing is working out a better balance between the two extremes.
MRC	NP	The block management program should be continued and expanded, PROVIDED care is taken to ensure that it creates wildlife benefits proportional to the revenue paid to landowners. The state should not even consider weakening the laws that protect public lands in order to make them more "business firendly". This would amount to killing the goose that lays the golden eggs.
MRC	NP	With our public lands being overgrazed by livestock, and ranchers depending on a continuing market for beef and beef products, you should teach ranchers how to seek additional revenue opportunities through diversification in their ranching. Look at alternatives to cattle. Look at building a small lodge in a private area of their land for honeymooners, weekend or weeklong skiing parties, etc. Take visitors on horseback rides in the mountains. Have upland game bird hunts on your property. There are many ways to remain solvent and keep your land in the family without cows.
MRC	NP	Restoring bison to the Great Plains, removing fences, and restoring native prairie ecosystems is the single best thing we could do for tourism in eastern Montana. With a completely different set of management philosophies, this could still be treated as agriculture and ag-based tourism. I suspect more people could be employed in this type of agriculture than currently exists. Resist any efforts to privatize public wildlife, for example, by making hunting access available only to out-of-

		areas visitors who pay. I'm dubious about privatizing maintenance operations or other services on public lands. Public employees tend to be well-paid and provide a professional standard that the public expects. NPS employees wear many hats, such as visitor information, basic labor, wildlife management. There is a pride of NPS employment that can't be replaced by contracting with the lowest bidder. Regulations, licensing and signage to support businesses should not be seen as opposed to protecting Montana's natural/historic/cultural assets. That these are set in opposition suggests a misguided approach to tourism. This makes it difficult to rank, as I don't agree with the premise of the statement while I believe the issues are important. Rather, this objective should say, "Review/refine regulations, licensing, land-use planning efforts and signage to emphasize protection of Montana's natural/historic/cultural assets. The tourism industry and state sector serve as vocal advocats for planning and practices that maintain and enhance those assets. "
GWC	PU	Montana already has more guides and outfitters than is needed, or desired, by many residents. The Montana spirit seems to reflect individual experiences, such as do it yourself camping, nature hiking and so on.
GWC	NP	Business is in the business of profit. There are other resources available to fund start-ups and business education rather than the tourism dollars of Montana citizens. Non-profits have virtually no resources extant in government to assist in their goals of educating the public and providing a good quality of life. If nuturing is done for business it should be equally done for non-profits.
YEL	PR	Ag communities need to develop tourism markets.
YEL	PR	Once again, first increase funding of advertising campaigns to increase awareness and demand.
YEL	PU	Have concern of the private sector not protecting Montana's natural and cultural heritage to the same degree the agencies are mandated to do so through the State's constitution.
YEL	PU	Not really government's job.
YEL	PU	Some of the goals were difficult to evaluate because some of the actions presented are not in the public's interest--such as private maintenance of public resources.
YEL	PU	If we want to preserve nature/outdoors at its best, I think as many people, organizations, etc. as possible have to be involved.
YEL	NP	Need to be careful that we do not put so much emphasis on people coming in to have fun that we loose what we all live hear for. Keep the experiences simple and DO NOT make all areas available for all people. Need a mixture of fun and protection of our resources. Also, I DO NOT believe business should have a major say in our resources - they are in it for the money and many forget why we all live here.

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YEL	NP	I'm very concerned that we protect our natural resources and not zeal for tourism to the detriment of our public lands and wild places. Regulations need to be reviewed and changed to again protect our environment and to overturn the detrimental legislation passed in the last session.
YEL	NP	Training and partnerships with Indian communities is another critical link for the enhancement of tourism in Montana.
YEL	NP	It is essential that businesses in this industry be educated on the need to preserve and protect public wildland, as an essential component of business sustainability.
YEL	NP	Dangerous territory.
CUS	PR	Okay, getting our Ag people involved in tourism sounds like a good idea, but... many of these people are living in rural American because they like the seclusion. They are not "People people". And the romance of taking care of tourists and guests wears thin very quickly, just as quickly reducing the financial benefit.
CUS	PR	Do not include Block Management program in your tourism efforts, it does not do the landowners any favors and will not enhance your efforts for the landowners.
CUS	PR	I believe alot of the business TA is already available through SBDC, NxLevel, etc. Attitude change of lenders towards tourism related business venture is in need of improvement. Diversified tourism is desperately needed, but until the farmer/rancher realizes need/value, it is difficult. Many are in that business/lifestyle because they are not "people people"... Block management needs lots more money to make it attractable to farmers/ranchers on a whole.
CUS	PR	Eastern Montana needs new businesses. It also needs elected officials to remember that Billings is south central not eastern Montana. There is a lot of the state east of Billings and Great Falls
CUS	PR	No need to reinvent the wheel in education - there are fine programs out there in other states, just "borrow" and/or incorporate others' good programs. Need more arts and fine crafts educational opportunities so there is more "stuff" for people to purchase.
CUS	PR	governmental regulatory, advisory, or structural participation in this developement should be the lowest priority possible. Private sector participation from start to finish should be of a first priority nature, entrepreneurs should be the only visible media sources of information. Too much political visibility will only do damage
CUS	PR	Nuturing business growth is ok, but the bigger factor is maintaining a strong tourism promotion budget that allows use to keep the visitors coming to our great state. By diverting more of the bed tax away from direct marketing and to other efforts will kill the only growing industry in Montana.

CUS	PR	There are limitations to how much the state can do to support entrepreneurship. The most capable business people will benefit more from effective and sustained marketing and promotion than from a government agency's management ideas.
CUS	PR	current public land use policies are too restrictive and they discourage recreation service providers from going into business or expanding a current business
CUS	PR	I believe having some type of resource 'library' or contact person who can help businesses identify marketing opportunities in both rural and urban areas is important. I hadn't realized that County Extension agents provided support or technical services. I wonder how many other businesses didn't know that they were available as a resource.
CUS	PR	Include training and technical assistance for existing businesses (not just new and potential business owners).
CUS	PR	I feel that it would improve services offered if there where more programs for the recreation idustry.
CUS	PR	I am so happy to see this on the survey
CUS	PR	We need more information about GenX so we can plan and manage our emerging work force successfully. Do not believe in more hand outs from the government to off-set reality costs of being in business. Need to provide opportunities for additional learning and training but not at tax-payer expense or soon these handouts are considered a right.
CUS	PU	I don't think the state will be successful if they attempt to promote agri tourism..... When out of staters talk about Montana, they aren't interested in going to a farm, learning about how to grow products - if they are going to be even close, they want to go to a Dude Ranch....
CUS	PU	We are more than happy to open our arms to out of state corporations that take their profits and spend them elsewhere. We need to focus on helping existing MT businesses.
CUS	PU	business needs to understand that tourism and the recreation industry is directly tied to and resposible for their existance, longevity, and success.. [in alot of cases..] proportionatly the client ratio's... and the dependance factor???
CUS	PU	I feel if any jobs are to be created regarding tourism these jobs should be for MONTANAS not people relocating to Montana to take these jobs. Also any manufacturing of signs etc should also be done in Montana by Montanas.
CUS	PU	Government "nurturing business" does not sound like an effective use of dollars.
CUS	PU	We need to take into account that increasing commercial use of public lands will bring about increased responsibilities and workload for public agencies to manage commercial use.
CUS	PU	Private enterprise should adopt a positive attitude of protecting

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		Montana's natural and cultural resources.
CUS	PU	I'm sure the information is available but difficult to research. Fractured information proves to be more cumbersome than none. Time, resources are wasted by lack of a cohesive resource list.
CUS	PU	If technical assistance to tourism business is deemed to be important, use existing technical assistance providers where possible. Do not create a duplicate system of TA simply because it is for tourism. Small Business Development Centers are an example of an existing service delivery system that works very well.
CUS	PU	Visitors are looking for organized tours, guides, etc. However, don't let private sector make their profit and run, leaving mess to clean up at public expense.
CUS	PU	Business and technical training would assist all tourism efforts, especially the tribal people.
CUS	PU	There is an incredible bias in these questions. Looks like you are trying to justify a predefined outcome.
CUS	NP	I think that any business development needs to be "bottom-up." We have enough "top-down" business development programs that don't seem to be doing too well -- don't think we need to add to that scene. However, if Travel Montana is going to move some emphasis into this area, I would strongly encourage them to consider working with the Sirolli Institute.
CUS	NP	Promoting Additional Funding for the Block management program should be pursued but for enhancing recreational opportunities not just for additional funding for the Ag industry!
CUS	NP	Keep government and business separate. Government should not be doing the function of private enterprise, nor competing with them.
CUS	NP	I'm not sure we need international signs. But we sure do need more signage.
CUS	NP	If public lands are to be expected to provide recreational opportunity, a state (philosophical) investment in retaining their natural assets must be made. Vigorously promoting importance of this must become part of any effort to capitalize on these generally wild assets. The practice of capitulating in silence to the slaughter of this goose that might lay golden eggs is shallow reasoning and is thus destined to failure. It must be acknowledged that unlimited licensing and promoting of assets with limited biological potential (fish and wildlife populations) is destined for conflict and strife. Tourism based on these resources must recognize that there is a carrying capacity for hunters and fishers just as there is for deer and trout. Unless the program calls for an investment in the latter, focus on the users is destined for conflict and strife. Remember, since 1901 we have been limiting the use of fish and wildlife as part of the strategy for their recovery and welfare. To recruit more participants without expanding the natural resource base will first degrade the

CUS	NP	Wilderness and roadless public lands should not be viewed as commodities for tourist businesses except for traditional outfitting, hunting, etc.
CUS	NP	Most of these objectives lean toward the public providing assistance to private business. I support more of a separation between business and public entities.
CUS	NP	Nurturing business growth and development COMPLETELY MISSES THE POINT that Montana's primary attractions are its natural and pristine areas. The only facet of this option that makes sense is promotion of Montana's agricultural products and cattle-drive type tourism that will benefit rural areas, as long as this promotion is BALANCED WITH PRESERVATION of the existing rural lifestyles and does not harm the land.
CUS	NP	More highway signs will diminish Montana's landscapes, not enhance them. Reservations in Montana should make their own decisions about how many tourists they want traipsing around what's left of their lands -- not have a bunch of white guys "helping" them out again. This approach really speaks to a lack of understanding of the relationship between tribes and the state of Montana...however, it's not surprising. Very few people understand (or appreciate) the Indians, and trying to continue to stuff them into a capitalist lifestyle and values system hasn't worked for the last 200 years and is unlikely to work now. Just what they need is someone from the Tourism Promotion Unit to bring them some more highway signs. Give it a break, folks. Likewise, changing regulations on public lands is fraught with hurdles and pitfalls. What should we do? Let more ATVs run wild so we can "increase tourism"? Or just open the floodgates so even more "entrepreneurs" can use public resources (usually for free) to enhance their interests while often degrading the public's resources. Again, your questions here seem like nothing new -- just the same old, same old recycled once more in a continuing effort to walk the same path, to the same conclusion, with all the same problems.
CUS	NP	Encouragement and nurture of new business should not be without caveats. Businesses that rely strictly on the natural values of the state have already overwhelmed the resources that are the focus of those businesses through the outfitting industry.
CUS	NP	I do not support transfer of maintenance for public destinations to the private sector. Private enterprises are already trying to limit the public's access to public resources so they can charge for it. DO NOT SUPPORT

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		THIS PRIVATIZATION UNDER THE GUIZE OF ECONOMIC DEVELOPMENT. Some of the lists should have been included in other questions or broken down. In each of the business related questions there is a zinger or two that I can't support.
CUS	NP	Commercial endeavors on public lands must not be to the detriment of resource values or compromise the publics ability to enjoy their lands.No special accomadations should be given to commercial operators.

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Comments about Objectives under Goal 4: Develop a System to Manage Montana's Assets

GLA	PR	Support development of historic and cultural assets by placing control and funding of historic non-hunting/fishing parks under a different agency than FWP.
GLA	PU	While I've not been involved in these conversations within or outside my agency, I am very troubled by the direction of this questionnaire, which seems based on the idea of consumptive, industry-based tourism goals. Further all comments regarding increased funding are directed toward non-cultural activities as the cultural activities appear to be thrown in as an after thought. While I understand that you probably are targeting your own needs and objectives, I am concerned by the notion the future of tourism for Montana is defined by snowmobilers, hunters, and skiers.
GLA	PU	Some of the objectives from the previous goal I disagreed with as they were worded as conclusions. Examples include: maintain hiking and horseback trails in backcountry and wilderness, or separate motorized and non-motorized users. These are questionable objectives and may serve better as alternatives to meet an objective - consider deleting. They also made scoring more difficult in the question.
GLA	NP	motorized vehicles on natural trails is a sell-out, too much compromise at the cost of nature
GLA	NP	Few places/people/things/ in Montana get as much federal, state, private money as the tribes. We should evaluate or re-evaluate this situation outside the tourism context before advocating giving them more money. In short, funding parity, treat the tribes equally with the rest of the state when it comes to giving away money or developing programs to enhance tourism. I suspect the tribes could, if they wanted, get more money than most other communities/places/things/.
RUS	PR	This is so very critical to the tourism industry and extremely important for our future generations. There has to be a sustainable balance between the skier/snowmobiler and the hiker/atv user. A hiker walking down I-90 would probably complain of noise and sound ridiculous. To me, an ATV user who doesn't understand the need for quiet places is just as ridiculous.
RUS	PR	When addressing public comment, I believe that we need to look at the LOCALS! Not someone who lives out of state and feels that they should guide our lives here in Montana. I willing watch the land and make sure it's open and free to all. Not locked up for someone who may only come here once in a lifetime.

RUS	PU	One of the problems the West is facing today in terms of land management is that people, mostly residents, treat access to public lands as an entitlement. I heard an older guy say that motorized access to the back country was essential because otherwise he couldn't get to the places where he used to go when he was younger and had full use of his legs. I don't think that every man, woman and child is entitled to get to the most remote corners of our natural areas, especially not when they getting there means compromising the environment and ruining the back-country experience for everybody else. Some people lack the ability to respect their own limitations.
RUS	PU	In objective 2 of this section, again, Industry should not be the decision maker, rather, those involved in the tourism and other industries need to work with/be part of the public involvement process, and ensure that industry is educated as to how to best manage resources with the goal of long-term (multi-generational) preservation of both cultural and natural resources.
RUS	NP	Before people, whether from in-state or out of state can access and take advantage of tourism, cultural, heritage opportunities, they need to know they exist. Better promotion and understanding of those that are currently in existence, plus an enhanced promotion of historic areas will have a ripple effect across the board, both to local people and those from out of the region. You can make many areas of Montana "destinations" simply by promoting them in the right context.
RUS	NP	Protecting our resources is the single most important thing we can do because (aside from environmental/ecological reasons) our rivers, mountains, wildlands, historic trails, etc., are our state's product. Without these things we have nothing for visitors to visit.
RUS	NP	these objectives sound fine and very lofty, but hey, guess we need to start somewhere. Some of these seem beyond tourism roles, more management and resource agency needs to listen to and integrate public comments/concerns.
MRC	PR	We need to provide a system to monitor the use of Montana's natural assets. At the same time many want to limit the access so much that we may as well close down the borders all together.
MRC	PR	This is perhaps our greatest asset, we must understand our impacts on it, and manage these resources wisely.
MRC	PU	Special access and trails for disabled either by ATV or guided motorized tours
MRC	PU	Need new money to be proactive

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MRC	PU	Foot and horse trails in Wilderness areas are not in any danger of being discontinued, please do not be mislead on this issue. Limiting recreational opportunities at certain sites is usually the direct result of the general public being locked out of other suitable sites by outfitters, and ranchers. When this happens you congregate the recreationists in to smaller and smaller areas, which ultimately degrades the resource. The solution is to re-open the other suitable areas to public use and distribute the users over a larger area. When this occurs the level of degradation occurring at the more popular sites slow up. But, limiting the number of recreationist will only reduce the number of future recreationists. This reduction in recreationists will occur over time because of the difficulties that they have experienced while trying to "secure" a spot to recreate, or because of a bad experience they had due to over crowding. In either event, people will be denied their right to enjoy their public resource. Wildlife is a public resource that must be available to everyone who wishes to enjoy it. Whether that enjoyment is with a camera or a gun should not matter. But those that seek to profit from it by locking up access to it are reducing recreational opportunities for residents and non-residents alike. To support or to further encourage the outfitting industry is an attempt to privatize, or to increase the profits from, a resource that is held in trust for everyone. Please do not allow the tourism or the outfitting industry to make this resource available to the highest bidders only.
MRC	PU	I believe that the value of Montana's wild places, forests, and open spaces are the biggest tourist draw. We need to manage these places extremely well to have success long term.
MRC	PU	Heritage tourism attracts visitors interested in cultural, historic and natural resources - balance the focus for all markets.
MRC	PU	This is critical so that we can protect what we have. We simply cannot promote massive tourism because our resouces currently cannot withstand increased visitation.
MRC	PU	See earlier comments. Very good ideas! Also keep in mind that Montanans use these resources too - if it costs too much, we won't visit our our resources.
MRC	PU	Many of the action items or objectives are phrased as if these things are not currently being done. As actions are refined they may need to be restated to correct specific deficiencies in the present situation.
MRC	NP	Protection of natural, historic, and cultural assets should be the paramount consideration. Not only are these assets of tremendous non-economic value to Montanans, but various sectors of the economy (including tourism and recreation) depend on them as well. It's wonderful to talk about using "partnerships" to protect resources, but if we truly care about these assets the foundation of our efforts needs to be a strong and well-designed system of regulations with adequate funding and

		enforcement. Both business and citizens will be better off in the long run as a result.
MRC	NP	This section is improved over first draft. Any effort to evaluate expansion of licensing for guided recreation activities should focus on new, environment friendly niches, such as birdwatching, wildflower tours, wildlife monitoring (such as Northwest Connections' winter track surveys in the Swan). MT doesn't need more outfitter/guides for hunting and fishing. A better system of non-motorized trails are needed in developed areas, towns and cities, along river systems, etc., in addition to retaining foot trails in backcountry areas.
MRC	NP	cultural corridors are of equal importance
GWC	PR	Consider alternatives to allocation (such as rationing) to control overuse in sensitive/"crowded" areas.
GWC	PU	Commercial guides and outfitters are not appropriate everywhere. The impact of increasing use on limited assets needs to be evaluated as well.
GWC	NP	Any discussion is good - cooperation is needed. But we should look at forcing the issue. Use existing and/or natural collaborations - and build on them. Imposing something from the outside will not be effective.
YEL	PR	Be Careful! The Tourism industry needs to have reliable scientific information on what constitutes a "strain" on a natural resource, but we should not be in the business of making natural resource decisions. This arena involves Fish, Wildlife and Parks as well as many federal agencies. Do we really want to enter this environment? One I feel we are unprepared for and will only get beat up over!
YEL	PR	Land access is important, I beleive that there is an abundance of public land that should be utilized, rather than forcing access on public lands leased to farmer/rancher.
YEL	PU	Government needs to manage public lands well, but not take on the job of private business.
YEL	PU	Cost-share with government agencies to improve/maitain access roads to recreation attractions.
YEL	PU	I don't believe we need to create any additional separation of motorized and non-motorized areas on public lands. We already have plenty of non-motorized areas established. However, we do need to ensure that visitors are fully informed about the type of recreation activiies they can expect within a given area.
YEL	PU	We need to continue the check & balance of private sector vs. govenment programs when trying to evaluate the impacts tourism have on the land and the Montana people.
YEL	PU	You might want to see the book on sustainable tourism by McCool and Moisey. Its the only thing ever written on this topic by Montanans

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YEL	PU	some cultural land that is relevant to native americans is on land considered public, and although it is not required, before anything is planned for that kind of land there should be a consultation of some sort with the relevant tribe
YEL	NP	Wise River highway is the perfect example of what NOT to do with the scenic byway program. It radically changed the character of the experience there.
YEL	NP	Sustainability is the key. Montana's wild land is its most prized tourism and recreation asset. Degrade it and the result is degraded visitor experience, and a degraded visitor attractant.
YEL	NP	I am very concerned that we need to protect our wild lands and cultural and natural resources. These are the reasons we live here and why people visit - they must be protected and wilderness areas and open spaces retained and enhanced. Public input must be considered seriously and openly and not limited to a one-sided discussion.
YEL	NP	Now your talking. TEAMWORK of our limited resources. As a business person besides a person who enjoys wildlife this rea of questions is extremely important. It puts emphasis on people discussing how to work together vs us/them problem solving.].
YEL	NP	Yoiu mix good ideas with bad ideas and ask for ranking, which presents a flawed instrument!
YEL	NP	These objectives are all critical to the enhancement of tourism in Montana as well as critical to quality of life and educational opportunities.
CUS	PR	In dealing with access issues, make a balanced panel a priority, private property is a constitutional right, bought and paid for by the owner, and should not be over-ruled by the sportsman or recreationalist. All dealings in access must keep this in mind and work with the involved land-owners to reach an agreeable settlement.
CUS	PR	Historic and Cultural tourism is an important segment of the business. What we can do with the culture and disposition of the Native Americans is a guess.
CUS	PR	Must define "balance" and designate priorities for balance - are resident or visitor needs more important, are revenues more important than ecology, are natural resources more valuable for jobs with good environmental stewardship or are needs of non-residents more important on public lands?
CUS	PR	Invasive plants (noxious weeds) is a significant economic issue. The items in this section overall are good, but bottom priority for spending limited funds available. Let's get the tourists here!
CUS	PR	I feel the state has been active from time to time regarding this area...but needs to be more consistent rather than becoming stronger in this area depending upon the legislative calendar.
CUS	PR	More government beaucracy is not needed. Make access to public lands

		for accessible and less government regulations for visitors. There are certainly enough laws and regs now
CUS	PR	commercial use of our public lands is severely resricted in the name of environmental protection - in many cases without good any good rational - that is one of the major stumbling blocks to value added tourism in Montana
CUS	PR	I am personally opposed to any growth in motorized off-road activities (ATVs, snowmobiles) and would like to see reductions in these destructive pursuits. Sustainability is of paramount importance.
CUS	PR	The whole thing to me is about balance. We were asked to be "stewards" not "curators" of these lands and resources. Tourism, logging, camping, fishing and quiet places both developed and primitive are needed. I strongly believe that we should have more say about the lands within Montana and less interference from Washington. I strongly support fees for use, limiting access where there needs to be limits and private sector use and development of appropriate types of tourism and other industry on more of Montana's lands.
CUS	PR	Outfitters are more regulated than any other business in Montana. We really don't need to regulate outfitters more! Maybe some other people need regulation.
CUS	PR	Keep in mind the goal is to sell tourism.
CUS	PR	Protecting our natural resources makes sense.
CUS	PR	The one concern that I have with this process is that we are carful to not use these goals as an excuse to derail other economic uses of the land. Uses such as timber harvest, oil & gas exploration and mining generate vastly greater economic viablilty than tourism ever will. Tourism is a crucial component of our economy, but we will all be in great trouble if it becomes the central focus of our economy.
CUS	PR	Indian reservations should have participation only to the amount of accountability their leaders will accept. Some reservations in this country, in other states, already are attractive and meaningful places to visit. They have self iniative, they wean themselves of the government, they take responsibility for their lives and the lives of their children, they don't make excuses, and their reservations show it. If we don't take the attitudes of Montana reservation leaders into account as a reality, as an issue to address before visitors arrive, we will have consequences to deal with later
CUS	PR	This area is very controversial - and many don't understand issues at local level. Many agencies working on various aspects of objectives identified - ranking and similar measures - may appear to many as a threat. I'm not sure who you are proposing coordinate this effort??
CUS	PU	I beleive cultural and historic areas will be the big draw in the near furture

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CUS	PU	Once again, the 'assets' must take priority over visitor use.
CUS	PU	Continue to advertise and stress the importance of keeping it natural and beautiful. Promote respect of the environment, i.e. eliminate litter, etc.
CUS	PU	People come to Montana to enjoy our pristine landscapes. When these areas are degraded then the people will go elsewhere.
CUS	PU	We need to protect all the cultural assets in Montana.
CUS	PU	The danger in all these extremely important selections will ultimately become an environmental issue. Be cautious of the radical environmentalists and their extremism. Should that happen, I will be the first to pull my support.
CUS	PU	Bike trails should be taken into consideration in conjunction with horse and hiking trails.
CUS	PU	Limit the number of outfitters with some kind of cap.
CUS	PU	This goal addresses a significant problem for public land management agencies, that is managing the effects of increased visitation at public recreation sites
CUS	PU	Use the tribal Environmental protection system to lands and resources and be able to enforce the laws of the land.
CUS	PU	I feel very strongly that private property rights must be protected. It is extremely important to get ALL the stakeholders at the table from the very start, as well as to maintain balance.
CUS	PU	when you speak of balance between non-resident and resident.. the resident issues need to come first this population lives here 365 days a year... their is a point where considerations for non residents go to far.. the balance isn't always 50 50
CUS	PU	Much more energy and funding needs to be put into natural, historic and cultural resources. At some point, Montana needs to realize and admit that tourism is our future and without the value of the existing resources, our future is doomed. Non-renewable resources (mining, timber, agriculture) are all on the decline so Montana cannot rely on those industries for a positive future.
CUS	PU	There is the perception Tribes don't have their act together on allowing private tourism vendors to operate on a long term basis (rules change with each new administration). Too risky to invest in operations using tribal lands.
CUS	PU	Seems to me that there will have to "levels" of tourism efforts, such as Native American Cultural Tourism, where the tribes are involved. Another level would be Agricultural Cultural Tourism and yet another would be to develop an "urban" type tour. By urban I mean something like opera, ballet, plays, nice restaurants, etc. Not everybody is willing to sleep on the ground or in a barn.
CUS	PU	Many of the action items within this goal seem to be outside the "jurisdiction" of the surveyors.

CUS	NP	Remember, development leads to fees, which restricts access. Protection and maintenance should be priorities. Let Montana stay "naturally inviting."
CUS	NP	These objectives offer options that are more in line with the fact that Montana's main assets and attractions are its natural and pristine areas. Even so, the words "proactive system to manage, enhance" are problematic here because they are easily translated into "develop" rather than "keep natural". Therefore, even this goal on the survey does not allow people to express a PREFERENCE for keeping Montana's natural areas natural. Therefore, there are NO questions on this survey which allow such preferences. This survey is too pro-development and should be thrown out.
CUS	NP	I am very enthusiastic about the idea of developing cultural tourism corridors. That way, people come to tourism on their own terms -- and it may ease the problems/perceptions of public access to private lands. Also, as a private land holder, I don't think the issue is so much with the access as it is with economic impacts, management issues, and privacy issues. Current programs like Block Management in our experience has not been at all effective from our perspective and it is highly irritating to be forced into becoming recreation managers during the fall and not really getting paid what our time and resource are worth.
CUS	NP	CUT DOWN ON THE NUMBER OF GUIDES. CUT BACK ON THE GRAZING OF PUBLIC GROUNDS. DEVELOP TRAILS FOR HORSES ONLY SO AS NOT TO MESS UP THE FOOT TRAILS.
CUS	NP	We should not promote tourist use of types of recreation such as fishing on some of our more popular streams to the point that these streams become overcrowded and the quality of the experience deteriorates.
CUS	NP	We need to have less wilderness.
CUS	NP	Work towards 'working together' cooperating, etc. rather than have it my way or not at all attitude.
CUS	NP	I agree with the items in this section - they are very important. The one item on timing for public comment is of concern. Lots of enterprises do not want public input and ask for a "streamlined" or shortened comment period. Comment periods should be long enough to give opportunity for public input.
CUS	NP	The notion of "balancing" the needs of fish and wildlife resources with needs of users, visitors or whoever is a fundamental problem. the needs of fish and wildlife resources...i.e. the need to protect the natural values and environmental health of the state cannot be "balanced." These are simply absolutes, that should be attended to before one even begins to address the possibility for extracting economic value from them.

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CUS	NP	Protection of the Montana public's "capital" in natural resources should be the primary and driving motivation of this goal. The Montana public trusts the State of Montana to act on their behalf as stewards of the state's natural resources. This goal should focus entirely on development of a "system to manage, enhance and protect Montana's natural, historic and cultural assets..." However, several of the action items promote, encourage and design usage. These actions would more appropriately be assigned to other goals. For example, guided recreational activities may not be in the best interest of the Montana public, particularly when allocation of usage is strongly influenced by the guiding industry that stands to directly benefit from disproportionate allocation of usage to out-of-state recreational users. Although there has always been a public process to designate wilderness and roadless areas, public participation and raised awareness of the value of these areas to our wildlife resources is encouraged. Horse and foot trails should not be relegated to wilderness and backcountry areas, but should be provided for on all public lands. It is extremely important not to allow or encourage a class system among outdoor recreation users through controlling access to fish and wildlife. These resources belong to all the people equally no matter where the fish or game occur. Resurrecting the notion of privileged access based on wealth or other criteria undermines the democratic principles that are the foundation of American fish and wildlife management.
CUS	NP	Again I would like to strongly object to the commercialization of public resources. There is a place for commercial operator to provide services to the public but they must not be given a vested interest in public resources and commercial activities must be subordinate to resource and public use concerns.
CUS	NP	This area of questions is where I see the greatest needs for public assistance. We need to know the impact tourist activities are having on public resources. We must insure that the activities we are promoting have proper public facilities, are not a burden on private property, and are sustainable. Currently we do a poor job in this area and I see some real liabilities developing.
CUS	NP	Using "balanced" and "sustainable" leave this question nearly unanswerable unless you define the terms -- which you have not. Does balanced mean you balance revenue needs of the FWP, or local communities, or tourism businesses with protection of the historic and cultural assets? Who figures out where the fulcrum sits on this teeter-totter of yours? And who gets to move it one way or another in favor of more tourism and less protection -- or, although not likely to happen, in favor of more protection and less use? Again, no clue from your question. Same goes for res/non-res use. How will you ever "balance" that? And why should you? Why is this necessary? Aren't residents

		spending enough? Do you want to milk more money from non-residents? What does this have to do with protection of the assets? And since when is it even possible to deny the use of public resources to citizens of other states -- especially those resources on federal lands??? Whoever put this question together had best be brushing up on the law and thinking it through. Had they done that, it would have been obvious no matter what the public preferences of Montana's citizens may be, there is literally NO CHANCE of "balancing" res v. non-res use -- this is a fantasy to be used to develop more "assets" -- period. Again, and again, and again once more, I say spend your time maintaining the naturalness of Montana's lands and the stability of our historic structures and the natural settings in which many of our cultural assets are located and don't worry about hawking them off to the highest bidder -- people will come because they will be some of the few "assets" left in the country in a natural state of being.
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Comments about Objectives under Goal 5: Enhance & Maintain Tourism & Recreation Infrastructure

GLA	PR	Not crazy about building code demands for historic buildings. Not crazy about expensive electronic information kiosks at North Dakota kiosks. Need many additional rest stops, but should be linked to communities where visitors can have an enhanced experience and where maintenance is not a huge problem.
GLA	PR	Enhancement of rest areas not adequately addressed. Montana's rest areas are too few and far between. They are primitive relative to other states. This problem cannot be left in the hands of the DOT.
GLA	PU	The very important issue of funding for cultural projects (other than highway signs) and cultural non-profits is sorely missing from all of these questions.
GLA	PU	Travel counselors at state-supported visitor information centers are required to attend SuperHost training per the terms of their contract.
RUS	PU	In objective 1 of this section, of this items listed, I would rate the improvement/promotion of passenger rail service as a #1 goal, exploration of transit/shuttle transport service as #2, and addressing the backlog in maintenance of roads and trails as third--this is critical to enhancing visitors' experiences with bike/pedestrian facilities. In Objective 4 of this section--is there a DOT rest area strategy other than removal/closure?
RUS	PU	The people who live in Montana are a vital part of the "package" the state has to offer. As such, if it is not well taken care of in the face of development, our product will suffer.
RUS	NP	Seems we have plenty of signs and brochures littering our viewsheds and waterways. Not sure of a better alternative... visitor center (consolidate info, even for non-chamber members), internet...? Transportation. would like to see emphasis put on: driving less, public transportation options, fuel efficiency, preservation of wilderness for foot travelers, increasing rail efficiency and locations.
RUS	NP	While these objectives are important, money should be spent first on infrastructure where there is the highest visitor impact. The creation of new roads, unnecessary trail building, inappropriate paving of gravel roads in the name of improving access increases impact in places where we should be looking at ways to limit impact. I do agree that providing funding for communities to beautify themselves and incorporate smartgrowth strategies is a great idea.
MRC	PR	Many roads in Montana need improvement. We could attract more

		bicyclist if we widened the roads to provide a true shoulder for them to ride on. We also need to be tourism friendly with VIC.
MRC	PR	Promote alternative and creative forms of transportation, such as the snow coaches at Yellowstone Park.
MRC	PR	Encourage development of tourism goals and infrastructure needs/development at the local level. "Statewide" programs less effective.
MRC	PU	What do we mean by Montana heritage and community values. The reality is that our traditional Montana values include an abhorance for zoning and love of rugged individualism, an insistence on pioneer freedom to exploit with little restraint and in many cases, intolerance to cultural diversity and "outsiders." It is important to discuss and state in more specific terms what we mean by this philosophy.
MRC	PU	Montana should have a statewide Main Street program and director - local Main Streets and local economies need this program - it works!
MRC	PU	It is well known and I have heard others say MT has the ""worst"" rest areas compared to all other states! (of course not the one in Bozeman)
MRC	PU	Keep billboards to a minimum! They have ruined many a great photo opportunity. Before budgeting money for infrastructure improvements, make sure a good, solid, workable, 10 or 20 year plan is in place. Keep up the road repairs! Commercial travel in and out of Montana is a huge problem. It's so expensive to fly in and out of Montana, from any city in Montana. Amtrack is only located on the Hi-Line. So how to we get visitors here? Not everyone wants to drive.
MRC	PU	Decrease the size and number of billboards. Bill-boards obstruct views of Big Sky country.
MRC	PU	Signage - don't forget National Register of Historic Places sign program - very successful
MRC	PU	Must improve our rest areas. We don't hold a candle to other parts of the country. Must streamline the signage process with the transportation dept
MRC	PU	Our infrastructure at all levels of government is critical to making visitors want to return. MT fall short in providing funding to maintain park and ped/bike and highway amenities.
MRC	PU	Again, we can only promote as much as we can sustain.
MRC	PU	See comments made earlier.

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MRC	NP	signage for cultural institutions is very lean
MRC	NP	Improved transportation system should be planned so as not to detract from conservation values. For example, widening Highway 2 to four lanes through the Glacier section would have adverse wildlife impacts even though there is not enough traffic to justify highway expansion. Those who call for 4-for-2 from North Dakota to Idaho say it will attract more visitors, but the primary benefit will be construction jobs. The Glacier section of this highway adds to the experience, whereas a freeway would detract.]
MRC	NP	Highway infrastructure efforts should focus on maintaining existing roads, and NOT on continuing to expand the existing road system. Bicycle and mass transit efforts should be promoted (these two very different considerations should not have been lumped into the same question on this survey).
GWC	PU	It is Montana's heritage and its wealth of wildlife and unspoiled nature that attracts tourists, otherwise, why come here as opposed to the 49 other states? Tourism development should therefore seek to preserve heritage and natural values first, then design appropriate tourism around that focus.
GWC	NP	Providing shuttles is very important and is lacking in so many areas of Montana.
GWC	NP	Signage has been a problem for tourism sites for over thirty years. Some cooperation needs to come from the Department of Transportation to help give direction to the tourists seeking cultural opportunities. It is and remains a huge problem in Montana's museum community.
YEL	PR	Nonresidents pay a good percentage of our gas tax. Those dollars flow to the MT Department of Transportation, which should use those dollars to benefit nonresidents as well as residents. MDT should pay for more rest areas with that money and should not take bed tax monies for their construction.
YEL	PR	Rest Areas need to be open year round!
YEL	PU	Make an effort to reduce and eventually eliminate billboards from the landscape. States that have done so, like Oregon, Alaska, and Vermont have vital and successful tourist industries.
YEL	PU	We actually need the DOT to expand the number of rest stops, not reduce them. Our system of highway rest areas can only be described as embarrassing.
YEL	PU	Cost-share on access roads leading to recreation attractions.
YEL	PU	Let's fix up the rest stops and roads please.
YEL	PU	A 4 lane highway between Billings and Great Falls will pay for itself in 25 years. Provide local incentives and support for recreation

		infrastructure that will allow hosting of regional and national level events.
YEL	NP	Encouraging historic preservation and the historic fabric of mainstreets in our small towns is extremely important.
YEL	NP	MT DOT's strategy for rest areas is to remove them. Why should we support that? Again you mix great and terrible ideas and ask to rank the group.
YEL	NP	Expand the signage for the Battle of the Little Bighorn National Monument & Battlefield.
YEL	NP	Very good - gets to the infrastructure issue I am concerned about. I am also concerned on the last question of business billboards all over the place. Can't hardly see the scenery for all the signs.
CUS	PR	Coming up with the money is the hard part. If the people are coming it is easy to spend the money but it is hard to put all of this in place and hope they come. The visitors have to be part of the way to pay for these things.
CUS	PR	Maintaining infrastructure is important. Rest areas should be built and maintained by the Montana Dept. of Transportation who receive millions in revenue each year from the fuel tax. Bed tax should be used to promote the state and thus continue bringing in travelers who mostly arrive by car and who all pay the fuel tax when they "gas up" in Montana.
CUS	PR	Look at closing rest areas in parts of the state where truck stops are located at reasonable distances apart--then, the tourists may spend more \$\$'s in Montana. Eliminates cost of maintenance. Privatize in other areas--economic development.
CUS	PR	Instead of developing more infrastructure that encourages more self-guided and do-it-yourself activities - we should put more effort and funding into developing value added services which engage Montanans and the private sector as interpreters, guides, and recreation service providers.
CUS	PR	Our rest areas are shameful. Most of them look like jail cells, even though they are in scenic locations. They are closed most of the time.
CUS	PR	The state should emphasize infrastructure issues and trust the private sector to respond to the changing needs of the market.
CUS	PR	Work with the airlines to try to arrive at reasonable rates for service to Montana cities. Is it a viable idea to bring back the southern route for AmTrack?
CUS	PR	Increased number of Rest Areas along main tourist-traveled highways is very important.
CUS	PR	Roads are No.1 priority in Carter County as well as all of eastern Montana. Infrastructure is paramount on successful tourism.

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CUS	PR	Signage is important, but at what cost to the viewscape, invasion of private space, etc. Good signage can be both esthetically and informationally pleasing, but a proliferation of signs comes with a price in upkeep, ongoing relevancy (such as L & C signs), and esthetics for the residents and visitors alike. Need to control both # and quality of signs.
CUS	PR	We are undergoing CTAP process currently and it is very worthwhile. We have attempted the Main Street Program and I am not impressed. It is difficult to administer in small rural communities - there are easier methods. Signage does need to be more accessible to business.
CUS	PR	assist in promotion and less regulation
CUS	PR	Better VIC and information systems including bathrooms and signage is very important. Auto is one of the primary methods of seeing our state by visitors and they are not finding the experience as comfortable or welcoming as they would like which leads them to have less than successful vacations.
CUS	PU	We need to get much more proactive in the interpretation for natural attractions.
CUS	PU	Maybe the state should take the dollars it is using to maintain Virginia City and use them for other projects. The State shouldn't have bought Virginia City if they thought they would have to put hundreds of thousands of dollars into it.
CUS	PU	I think all tourism is very important however I do not want to see it funded on the backs of Montanans only
CUS	PU	Infrastructure is of the utmost importance. It isn't right to call the masses when there are no facilities. (parking, restrooms, information). Emphasis should be placed here as one of the MOST important issues.
CUS	PU	Adopt a state scenic byways program
CUS	PU	I can't stress enough the importance of updating Montana's rest areas. I travel extensively and hear that Montana has the worst rest areas in the country. And not only are they the worst, most are closed all winter long, this puts Montana's residents and visitors at risk, due to semi trucks parking on the sides of roads. If a rest area needs to be closed, the parking area should be left open for travelers to park.
CUS	PU	I am not aware of the "MT Transportation dept. statewide rest area strategy"....however it should include the opening of rest areas year-round to accommodate winter travelers.
CUS	PU	MDOT rest areas smelling a little better, but still not up to where customers want them.

CUS	PU	tourism should help build communities, as it did in west yellowstone, instead of doing nothing more than increasing the demand for services
CUS	PU	caution when working with the tribes... in their minds they are independent nations and want to be treated as such... access issues, fees for hunting fishing etc.. when they want to contribute and offer reasonable recommendations... then we say pull up a chair and we will partner up.
CUS	PU	Directing the tourism traffic flow is essential for any tourism effort. Tribes would benefit greatly from this type of effort. Negative stereotypes abound in regards to reservations and Indian People. Those stereotypes were an calculated effort to take land, but overtime they became stand form to divert interested visitors away from the reservations. It began in 1500's when the Spanish were trying to find a way to conquer the Americas. The stereotype of the Indian are "human, but are somehow sub-human. They are sub-intelligent." Thus the dumb Indian stereotype. Then they went from there, the lazy Indian, the drunken Indian, the dirty Indian, etc. In reality the reservations suffer from the third world phenomenon of poverty, not the lack of intelligence, laziness, alcoholism, etc. Through all of what the Indian people have been through in order to become "civilized," the real story of the Indian is filled with wonderful deeds, great leaders and a resilient and sturdy people. In the same breath it is a story of great sadness and loss. The Indian People must be allowed to tell their story in their way. They all welcome guest. They share. These qualities have helped them live and endure.
CUS	NP	MT Dept. of Trans(highways) thank goodness set some standards and now we have a recognized system (stop and take a few minutes for a rest & read). Thus the St. B. L & C Comm. Strategic Signage is yes expensive, but it will develop a lasting heritage.
CUS	NP	I think that it is very important to protect our historic built resources. I also think that we need to be careful about too much emphasis on Lewis and Clark -- what if we spend oodles of money on Lewis and Clark signage and then find that it is obsolete because the interest has waned?
CUS	NP	Billboards should be completely eliminated, as they block, detract, and spoil the view of Montana's main tourist attraction, our lovely landscapes. There are too many already, and they ruin sightseeing adventures. Remember: "I think that I shall never see a billboard as lovely as a tree."

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CUS	NP	These objectives pull and tug at me. We need good signage, maps etc. but there is some thing to be said for the adventure in finding the place. I visited Vancouver Island last year and was frustrated by the lack of signs, but when I found the places I was looking for they were worth the effort. Too much promotion, signage, and other means of making it easy lead to overcrowding - who wants to spend a day at a ghost town with 100 other tourists. Who wants to get to a campground to find out it is full? I realize the importance, but we may be doing too much now to improve the infrastructure and encourage more people to come. There must be a limit!!!!
CUS	NP	Make sure that accurate user friendly maps are available for tourists
CUS	NP	Encourage DOT to clean up rest areas. The one on I90 between Bozeman and Livingston is horrible. Sanitation there is non-existent
CUS	NP	Folks - you best be taking a look at the law on agency lobbying -- what you are suggesting with you first question in this series is that somehow you use Travel Montana money to lobby elected officials on pending legislation (i.e., maintaining rail service) and, quite frankly, while I fully agree with not just maintaining, but restoring full passenger rail serviced to and throughout Montana, there's a dang good chance you're going to wind up in legal trouble if you use public funds for political purposes. Also, more signs are NOT going to preserve Montana's landscapes. The purpose of a sign is to distract the eye to the sign, not the landscape -- otherwise, why put one up???
CUS	NP	Maintain the roads, for sure provide clean and available (i.e., not CLOSED) rest areas and leave the commodity development to the private sector for those who want high-end accomodations such as KOAs, hotels, etc. The private sector can take the chances and reap the benefits and the government should use taxpayer money for maintenance -- not development -- and for NOT for lobbying.
CUS	NP	Signage is very hard to get due to Dept of Highway not wanting to work with a community and standing by the letter to the law.
CUS	NP	Regarding question 3 in this series: this is an important item and it needs to start with an education process (for all Montana people) on how these natural assets reached our time and now apparently our disposal. The history of how these assets were either protected or restored remains a mystery to most now dealing with them as God given rights. An appreciation of how wild land was protected, how game was restored, how toxic rivers were cleansed is essential to our responsibilities as users and managers of these public assets. This education process will not just simply occur. Resources and time must be allocated to this purpose. For example: Do you know who the seven Montana people were who went to the first North American Wildlife

		Conference that launched modern fish and wildlife restoration in Montana? (I didn't think so.)
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Comments about Objectives under Goal 6: Communicate with the Market through Strategic Promotion

GLA	PR	We cannot attract large conventions if there is no place to put the convention. Lack of convention facilities in major cities, like Missoula, is a big issue.
GLA	PR	It is important when prioritizing expenses to understand that YOU HAVE TO DO EVERYTHING. As a small business we have learned that each effort yields some reward, and that no promotion yields such blockbuster results that we can ignore the rest. Of course, we do not have the resources to do everything, and recognize that the state does not, but if decisions are made on the theory of "greatest good for greatest number" the more difficult marketing of eastern Montana will never be addressed. Plans for strategic and targeted communications should, from my perspective at least, reflect a weighting toward this end. It is easy for an agency to justify spending too much resource on planning and evaluating so that communicating with the markets becomes secondary.
GLA	PU	Increase the amount of bed tax diverted to cultural and historical non-profit sector -- and NOT just highway signs and visitor centers. I, like millions of other people, only use the bathrooms in those places!!! Put the money into high quality, educational programming and site development (including training, infrastructure, and long-term conservation and preservation) for historical resources.
GLA	NP	People like Montana because there is less than a million people here, let Vegas etc. have the big conventions. Is the corporate convention market really the one Montanans want, or does Travel Montana and Holiday Inn. Inc. want it. Travel in Montana IS difficult and expensive, why sugarcoat it?
GLA	NP	tracking important, but necessary to get the room in order (look at the roads in Yellowstone, for example)
RUS	PU	With this goal, it is important to be careful that research results are not used to justify inequitable distribution of tourism promotional efforts and dollars. In Objective 2 of this section, item 2 is not important.
RUS	NP	Yes, yes and yes! If you don't tell people what you have, the opportunities for them to find you are few and far between. Having the research to substantiate programs is of immeasurable benefit.
RUS	NP	Attracting more visitors is a good idea as it increases jobs and tax income. It can also help improve the state's resources if the money made from tourism is used wisely. I'd like to see a large portion set aside specifically for resource protection and improvement.

MRC	PR	Do not use ITRR to conduct research. DO NOT use ITRR to conduct research. DO NOT USE ITRR TO CONDUCT RESEARCH. OH yeah, do not use ITRR to conduct research.
MRC	PR	It is important to keep track of our efforts. It is also important to coordinate our efforts with businesses in the state. You must first evaluate why they don't come. If you build it first they may still not come
MRC	PR	This is what Travel Montana is for!!!!Number one PRIORITY. Giving too much detail on taxes such as property size, type, and location is a bad idea.
MRC	PU	Raise the bed tax!
MRC	PU	To encourage measure, tracking of trends MORE money will need to be spent in the right area and not more staff at commerce, but where and who is collecting the funds.
MRC	PU	Each of these items are critical to the success of any marketing plan. Evaluate how much \$, and effectively market with those funds. Do not dilute or spread to thin to make everyone happy. We do not get everything we want in life, we are grown ups and will learn to live with the decision.
MRC	PU	Collaborative efforts among many providers, working with the promoters (CVB's etc) could enhance everyone's understanding of what and how to best promote an area. Sometimes marketers can choose, what to them seems obvious to promote, while providers could be informing of some of the "real" attractions a park, region or forest has to offer.
MRC	PU	It's not a "perception of the difficulty/cost of travel to Montana" - it's a reality. The only way to change that reality is to make Montana more accessible or capitalize on the remoteness. When Montana has a display at some fair or show, make sure our displays are first class! When we give tours to travel planners, international planners, etc., make sure that the information given is accurate and the information presented is by well-informed personnel. After all, the wrong person can give Montana a black eye. (How many times has each of us been asked by an out-of-stater "Doesn't the Unabomber live here? And I heard that Jesse James was here!" And so on...
MRC	PU	Agree with everything in this section but not sure why we would want to develop packages to Boise Spokane etc. Unless they reciprocated and did the same for us.
MRC	PU	See earlier comments. What ever procedure is finally decided upon,

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		should be monitored to gage its success or failure. So that it can be amended appropriately
MRC	NP	Media outreach should emphasize the close connection between tourism industry and conservation/protection of Montana natural and cultural assets. Purpose should be stewardship, not just be promotion.
MRC	NP	Direct attempts to attract large-scale industrial tourism should be a low priority for Montana tax dollars. Efforts should focus on maintaining the quality of natural/ cultural/ historic areas that people want to visit. This will be a much more cost-effective way of promoting economic prosperity.
MRC	NP	remember the value of the cultural tourist, tracking data on them would be very valuable
MRC	NP	Promoting awareness and visitation of and to the indian reservations in Montana would be of economic benefit to the tribes. Why couldn't one of the tribes build a convention center on their reservation and offer native american entertainment?
GWC	PU	Visitor trend information is very useful.
GWC	NP	Communication to the market and increasing awareness is important, but we must know who we are and have a united front before this can successfully happen.
GWC	NP	I would be careful about promoting get aways using Montana's bed tax money.
YEL	PR	These all build awareness and will create demand. This should be the primary focus of our tourism strategy. Create demand and free enterprise will largely develop the products for a strong economy.
YEL	PR	We don't have the tourism infrastructure right now to attract large conventions or meetings. Billings would benefit from this kind of promotion over other communities due to their size which is not a good overall use of "statewide" bed tax dollars.
YEL	PR	Concern on "weekend packages". MT is to big and vast for a weekend getaway. How about an "extended weekend" package.
YEL	PU	I suppose that I am undermining my first opinion of tourism, but I am not so sure that if I owned a nice piece of tourism property that I would want so many people coming thru. Imagine the amount of pollution they would bring along with them.(vehicular, garbage, etc) So I guess I am saying that in order to protect nature we gotta start looking into saving the ozone layer first in order to save our land. Albeit, it would bring in more dollars right? Maybe the money made off of this(tourism deal) should be put toward saving the ozone(if at all possible)then I guess it would balance out the scheme of things.

YEL	PU	What we need is more spending, not more visitors. We get more spending by providing products and services that are locally made and provided. We increase economic impact by providing more information to retain visitors. Visitors come here, but many don't know what to when they get here. Our in-state information programs are very weak. If you don't believe this, go to the information panels at the few remaining rest areas we have.
YEL	PU	Not government's job!
YEL	PU	Again, support for the development of infrastructure that can host regional and national level events is important.
YEL	NP	Communication with international visitors, Promotion of regional packages, and the Superhost program are all extremely important.
YEL	NP	Some good questions and I do not have great answers but be careful so we do not get ahead of our local citizens on tourism.
CUS	PR	extremely important. Communication only gives a more complete experience and one that the vendors are prepared to service.
CUS	PR	regional conventions, sporting events, and group tour business has always been a target and not a high priority
CUS	PR	Information and research is very important.
CUS	PR	Once again...we fall short on education, education, education. This needs to start with educating the employees of our local chambers/cvb's. A little town..like Casper, Wyoming and they are leaps and bounds ahead of our many Montana chambers/cvb's. They have a huge toursim/education trade show every spring where any business that is involved in tourism can participate for free!!! They also use this opportunity to provide educaton for front line employees to find out all that is offered in Casper...they then can pass this on to potential tourists or tourists that are already in the city. Also, once a week they fax a calendar of events to all hotels, B & B's, campgrounds, tourist hot spots, etc. letting them know what is happening that week...so these front line employees/business owners are more informed and can share that info with the tourist that is in their establsihment, encouraging them to stay maybe a day or two longer. The hardest part is getting the tourist...once we have them, let's show them what we have to offer and keep them longer or make them a repeat guest!
CUS	PR	Track for right reasons - research should prepare Montana to provide more and better insight into marketing we intend to do, not just for the sake of doing research. Research better ways to penetrate current markets - California is 5th largest economy in the world - for instance - that is enough market in one place for all of Montana. WA and OR are also best markets - concentrate on those during these times of unstable fly-in markets. Europe is not a bad

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		market to increase - but are \$\$\$ worth it? Evaluate the conversion of \$\$ spent vs increased tourism from int'l markets.
CUS	PR	CTAP process has made us realize value of tracking and evaluating tourism - this information should be shared with business assistance providers (value to business planning, example-lodging business purchase). Motor coach tours could be valued asset for eastern/central Montana - touch REAL MONTANA aspect. Free materials (maps, planners) great asset. Travel guide not near as valuable/used as travel planner.
CUS	PR	We need valid, unbiased research to tell us who to speak with about what. Then we need to focus our limited \$\$ where the opportunities are and track, with the active support of private businesses and others, the results through conversion and other uniform, short and easy questionnaires that are handed out or administered by businesses at businesses. Right now we are so academic in our approach and there is no long-term vision of what role tourism-related research plays in informing and contributing to economic development.
CUS	PR	It all comes down to money, and if we have it to accomplish all that is listed here. This is a multi-headed Hydra, and needs constant work and assesment.
CUS	PR	It seems that the European markets are eager to learn about Montana, I think it is prudent to capitalize on that interest.
CUS	PR	These initiatives must be undertaken through a public/private partnership. The state is best qualified to gather, analyze and disseminate information. The private sector must be up to the challenge of meeting visitor needs as they are defined.
CUS	PR	Advertising and promotion is the only way the public will ever know what is out there they they as a tourist would like to experience.
CUS	PU	The Dept. of Revenue need to better track who is and who is not pay the bed tax. They need to assess stiff penalties(like they make tavern owners pay)for people that do not report and for those that do not pay.
CUS	PU	Emphasis on meetings, conventions & trade shows as well as the film industry! We also need more timely survey results in order for them to be useful.
CUS	PU	I would emphasize the need for a coordinated approach to gathering visitation data and information.
CUS	PU	data collection and distribution is importaant ... it should be automatic.. but not to point where it overshadows action strategies and objectives..

CUS	PU	All tracking and monitoring efforts should be implimented. How will we know where to "fix" wholes in the system? I would use them as a critique of any tourism effort.
CUS	PU	we need to develop much improved visitor services and resourtrce interpretation and protection before we promote more use.
CUS	PU	Montana needs to address the infrastructure and it's abilty to keep residents and tourist safe, when in Montana.
CUS	PU	MDT in cooperation with Travel MT could do a much better job of providing tourist information at state rest areas.
CUS	PU	Promotion-Promotion-Promotion
CUS	PU	Instead of encouraging people to go to "events" in Boise, Spokane etc. why can't these events be brought to Montana?
CUS	PU	Stop using surveys/consultants and talk directly to the customers. They will tell you what they like-don't like.
CUS	NP	I understand the need for information to do planning. However, sometimes I hear rumblings that there are those who feel that all Travel Montana does is research and out of state ads. Also I think the Super Host training is great -- however there is a real need to have localized "Super Host" training -- learning opportunities where communities have thel chance to get to know and be proud of their own resources. Another "bottom up" approach.
CUS	NP	On the surface, these objectives appear to be important. However, any and all measuring, tracking, & evaluation of tourism trends MUST be done using surveys that allow tourists to express preferences for keeping Montana natural rather than surveys like this one, which has a profound pro-development bias.
CUS	NP	All this will take considerable funding, the elected legislators need to become aware of the needs and step with assistance.
CUS	NP	SPREAD TRAVEL MONTANA \$'S EQUALLY AROUND THE STATE THE EAST HAS JUST AS MUCH TO OFFER AS THE WEST.
CUS	NP	The expense of traveling to and from Montana IS an issue. Planes don't offer discounts as do hubs and there are limited flights and seats. There is no train travel.
CUS	NP	First, what are you talking about "continue to implement highly targeted and effective promotions"???? Montana's spending on tourism promotion is clearly out of line with surrounding states. Yet, our tourism "take" is exactly the same as states that spend much less on promotion. Somehow, this doesn't qualify as "highly effective" --not fiscally, and not in results. This is baloney on your part and slants the survey in favor of an unsupportable and untrue assumption. No wonder people hate surveys like this. Second, virtually all of the suggestions you have are "make work" that will

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		<p>produce a library full of "shelf art" that will only be good for a short period of time -- after which, lo and behold, we have to do another extensive "study" to get "current" data. This is one of the great foibles of large bureaucracies -- they make themselves feel better by doing endless amounts of non-productive work. There's only so much money available from our small, dispersed, and poor population. Why not use it for the very best purposes and maintain our "assets"???? Really, this whole section is very disappointing. You should drop it -- or better yet, suggest this kind of data gathering and analysis be done by students in our state-funded universities -- certainly there is a ready work-force and an appropriate mission to "study" endlessly.</p>
CUS	NP	<p>Question 1. If we have the resource, it will promote itself. Question 2. We need to make a distinction between what we are selling (promoting) and the traditional thought patterns of simply promoting to increase volume. In Montana's case volume is the degrading agent. The growing tension between anglers on the Missouri River and the hostility between outfitters and Montana hunters are the tip of this growing problem. Hostile residents are not conducive to pleasant touring. Our assets are: open space, quality experiences, relationships with wild and quiet places. Packing in the users without rest or maximum limits just to be increasing any and every thing will undermine and then degrade the single advantage we have. It is time to think, and plan, outside the box. To remain in denial about this issue will preclude ever reaching resolution.</p>

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Comments about Objectives under Goal 7: Build an Effective Tourism and Recreation “Team”

GLA	PR	It's all good, but the focus of resources must be on advertising. If tourism businesses are healthy partnerships will develop. As one basic example, when people come to our bed and breakfast we direct them to activities, restaurants, etc -- we can create links and partnerships because we have visitors. As another example, businesses need profits to pay dues for organizations, and to attend conventions. These are extremely helpful partnerships, but visitor revenue must be available.
GLA	PU	You don't need more opp's to "discuss" and "assess" and "analyze" between or among agencies and entities. You need to put appropriate resources into developing high quality, four season cultural AS WELL AS recreational opportunities. We have great museums and cultural centers around the state who are all operating on shoe strings. Promote them and the wonderful work they do by putting significant resources at their disposal. Don't just talk about it.
RUS	PU	In the last question of this section, in no way and at no time should "corridors" which promote motorized use through wilderness areas be promulgated. These are often couched as "heritage trails" or other euphemisms, it is not clear that these are not part of the last item in this question.
RUS	NP	Theoretically this sounds good. Unfortunately, creating more bureaucracy, if that's what it becomes, isn't so good. Sharing information and leveraging opportunities, however, would be very beneficial, such as the Missoula Cultural Council currently does so well.
RUS	NP	see previous comments re: VERY LOFTY...may be part of the role of tourism council, but seems many of these issues are very deep seeded and need to come from within (agencies)as well.
MRC	PR	Important to work as a team developing partnerships through sharing of information
MRC	PU	Local government should not have to compete with stae and federal agencies for grant funding for things like LWCP CTEP and trailogram
MRC	PU	Most of these are already being done. Our neighbors are the best marketers, if our industry has not pursued them, then how good of business folks are they?
MRC	PU	Montanans are the most important factor in this whole scheme - raise tourism to its rightful place in terms of economic development, FUND and work together in partnership to meet goals.

MRC	PU	Sharing information is the most important thing. Data is no good if no one sees it!
MRC	PU	But be practical - too many meetings to talk about tourism already
MRC	PU	See comments made earlier. Streamlining issues usually leads to shoddy work and even shoddier decisions. Please be careful in this area. <i>Get the complete story, and act on the facts, not the politics!</i>
MRC	NP	essential to include the Montana Arts Council
MRC	NP	Partnerships and education efforts should include better communications and collaboration between conservation agencies/organizations and tourism industry. Collaborative efforts should go beyond promotion to include stewardship practices and conservation advocacy.
GWC	NP	The important aspect of this is to have mutual respect, and learn from each other what assets each partner has to contribute. It needs to be a real team - before this can be done we need to educate each other as to what role each organization has to play.
GWC	PR	I don't believe we need added Travel MT staff. Maybe we could develop a committee within the TAC to make sure the strategic plan is being implemented? Or maybe a task force of volunteer members from all the sectors involved could do this?
GWC	PU	Montana's largest cities have the ability to host events that, coupled with our natural beauties and features, can compete on an international level with all other locations, if we could get the recreation infratucture and facilities that are in demand. i.e. A national competition class softball complex could compete for national tournaments affectively because we also offer the natural features in near proximity that no other area can offer.
GWC	PU	Need to involve a variety of scientists and educators involved in tourism issues that currently exist within the state in the Governor's conference. There is currently little awareness or sensitivity to the role of good information, education and training in tourism develeopment.
GWC	PU	We don't need more programs, teams, committees, etc. Let government maintain the infra-structure, and let business do the studies, surveys, etc.
GWC	PU	Again back to tourism. This is really all about nature, and I guess that a "team" to specialize in tourism/nature would be quite helpful.
GWC	PU	If there was one really good idea in a list the "catagory" received a higher rating.

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GWC	NP	Encouraging public/private partnerships, heritage corridors, and theme marketing efforts are important goals.
GWC	NP	Partnerships are critical but make sure the discussions of this teamwork look at ALL issues/concerns and NOT JUST how do we promote Montana. Need to make sure we are protecting Montana so it remains what people love about us.
GWC	NP	Create collaborative efforts to promote targeted destinations and events, such as Little Big Horn Battle, & Custer's Last stand reenactment.
CUS	PR	we need to continue to develop more value added services that can enhance the cultural and natural treasures that visitors experience when enjoying Montana - while also helping to provide a healthy balance to our state's economy.
CUS	PR	The state would also save funding if FW&P would send travel information with non-resident fishing and hunting licenses.
CUS	PR	I am a big believer that soft dollar marketing is the backbone for growth followed by ad buying. I think if we are going to be involved in anything it needs a measurable and time-defined ROI. It is the Governor or someone else who carries a bigger stick than our industry who should bring agencies to the table because they are the only ones who can get them to pay attention.
CUS	PR	Having been involved to some extent with some of the partnerships, I know this is a big project and easier said than done.
CUS	PR	Cooperation and information exchange is vital, but let's not get bogged down in meetings and discussions. Nothing will ever get down, except talking.
CUS	PR	It seems easy to get bogged down in paperwork and research, without meaningful results, therefore, I think we should keep those to a minimum.
CUS	PR	Necessary to keep coordination and working as a team state wide.
CUS	PR	This "team" already exists, in the form of our six tourism promotion countries. Most of the objectives mentioned are already happening to some degree within the individual countries.
CUS	PR	Working together is very important
CUS	PR	MTRI may increase knowledge among agency partners, but most hospitality industry activity takes place in private and non-profit sectors (mostly outdoors recreation in agency domain). Team-building needs to include the private and non-profit sectors as primary beneficiaries of increased tourism promotion. As a department of commerce division, Travel Montana needs to remember they serve the constituents of Montana.
CUS	PR	Team building is important, but you have to realize many rural areas don't have full time staff (if any). It's difficult to participate as

		volunteer.
CUS	PR	again, take into account the fact that an indian nation wants their autonomy, team concepts haven't worked well with reservations in this state and a few others. Ideally, my wish would be total inclusion on equal ground, we don't have that
CUS	PU	Cultural/historic tourism needs a higher priority than it has received in the past.
CUS	PU	Any time you can leverage public dollars with private sector dollars it is a win win situation.
CUS	PU	When government does all the research we lose the creativity of the private sector.
CUS	PU	Would take coordination function out of government and contract with private sector.
CUS	PU	Considering a sort of "one stop shopping" is extremely important.... especially during the Lewis & Clark timeframe.
CUS	PU	By working together, all of us can accomplish much more. This is a critical piece to the whole puzzle of economic development in Montana. Each piece of that puzzle has to be willing to give a little in exchange for some of the take.
CUS	PU	The ideas are good, but when it comes to state and federal regulations, policies and procedures, not all can contribute at a variety of levels on a mixed team.
CUS	PU	Facilitation of a "team" would be an excellent use of resources, as long as there is a "team" ownership of sharing financial resources. If we can earmark funding and technical resources for these partnerships, I believe participation will be promulgated.
CUS	PU	I think most of our "teams" are already in place. I would not want to see new positions created or new teams or committees created if they already exist.
CUS	PU	as long as the members of the team have equal representation.
CUS	PU	At the risk of being politically incorrect - tribal programs have a habit of ripping off programs through mismanagement or non-participation - more oversight or controls are needed.
CUS	PU	again i caution you about the involvement of the tribes... they will be expected to be a contributing partner and a team player no hand outs we all share in the effort and benefits alike... bottom line...
CUS	PU	Partnering and technical assistance would greatly enhance the tribal tourism efforts. The tribes can accomplish a lot, however major funding alludes them for infrastructure, clean up, etc. The tribes are third world countries within the most affluent country in the world. This has to change and communication, marketing and infrastructure would help tremendously.

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CUS	NP	Perhaps "tourism recreation and 'cultural' team to facilitate... Tourism needs to recognize the actual and potential impact of the arts upon the economy.
CUS	NP	From reading this section, I came away with the strong feeling that Travel Montana needs to develop a stronger education bent. I would say that there is a strong need for some adult learning expertise at the table.
CUS	NP	These objectives are designed to help developers replace Montana's natural areas with buildings and parking lots, and are therefore COMPLETELY INAPPROPRIATE activities for Travel Montana. Taxpayer dollars should ABSOLUTELY NOT be used to help developers get around (or "simplify", as this biased survey euphemistically phrases it)regulations and permitting processes, because those very regulations and permitting processes are designed to protect Montana's natural areas and heritage and to and keep our rivers and lakes clean. The state's facilitation of developers' destruction of our main tourist attractions(our natural, pristine landscapes and waters)is UNCONSCIONABLE.
CUS	NP	It is important to have the team's philosophy and orientation stated up-front. Lots of potential to co-op this process if not done right.
CUS	NP	In order to share information as stated, and because natural resources are a predominant reason why tourists come to Montana, it would be important to allocate tourism funding to research impacts of tourism on fish and wildlife resources and make this information widely available.
CUS	NP	I can hardly wait to "partner" with Polaris so we can have snowmobile and ATV tours of the Great Bear wilderness...or maybe just around the edges, eh? How's about the former plan to produce a north-south ATV trail from Mexico to Canada up the Rockies? Partnering or whoring off the resources would be the real question here. By and large, the only reason private businesses "partner" with government agencies is to what you call "simplify" regulations. In plain language, this means bending the rules to allow more (and usually more damaging) uses of our natural landscapes. Bring in the big buses and we'll need "bus areas" to be paved so they can stop, turn around. "Partner" with water-based manufacturers (jet-skis comes to mind) and we wind up with screeching, polluting machines tearing up our lakes, reservoirs and rivers...to the detriment of existing uses (like fly fishing) and the total exclusion of those who would canoe or row in these same waters. Believe me, when a large "jet sled" or even a jet ski goes by, it creates dangerous waves for those who may be canoeing -- even at a good distance away. For fly fishermen, one stinking jet sled up the Missouri means the fish go down and stay down when the waves hit the shallows. To say nothing of the

		sediment (and nutrients) such activities redistribute in the water. Same goes for the land-based activities. "Partnering" with motor-based activities is a losing proposition for Montanans in virtually all instances. Again, most of this segment seems dedicated to making work for government agencies and opening more doors for those who seek to make a quick buck off Montana's resources.
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